SEPTEMBER 18, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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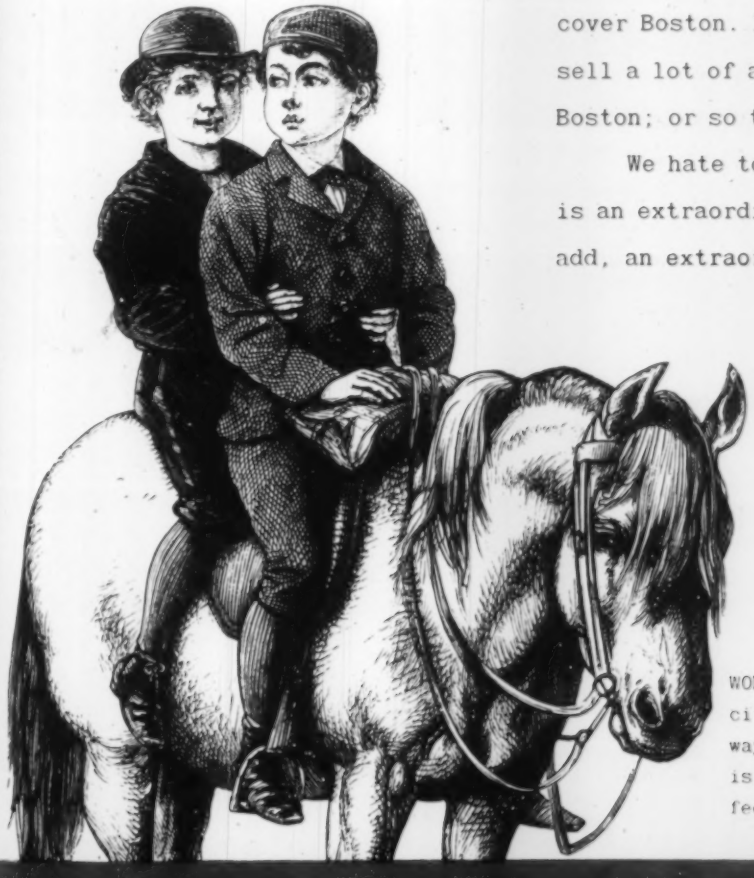
WOR is like a pony...

We mean—WOR can take you today for a smooth and economical canter into 16 of the nation's greatest war-active cities of more than 100,000 people each.

WOR, to be quite explicit about it, will hoof along blithely with your message into Jersey City and Camden and New Haven. It will pad gaily down the road to Bridgeport for you, too. Not to mention Hartford and even Wilmington—which is in Delaware—and ten other dynamic eastern war centers which we will be delighted to rattle off for you at the drop of a request.

WOR may even sell your product for you in Boston—though WOR does not attempt to cover Boston. It just so happens that WOR did sell a lot of a product called "Press-On" in Boston; or so the maker tells us.

We hate to sound vain about it, but this WOR is an extraordinary proposition. At, we might add, an extraordinarily low price.



our address is—

WOR

—that power-full station
at 1440 Broadway
in New York

WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

Advertisement number 10 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station

THROUGH THE YEARS . . .

These Entertainers Have Been Friends

The longer you know a man . . . or a group of people . . . the more you will know about him . . . or them. That's the way with the folks pictured here; they have been broadcasting on WLS for so long that they know the likes and needs of the WLS audience.

Ted Morse, famed on WLS for his comedy characters of Otto and Little Genevieve, has been with WLS since 1931. The Prairie Ramblers, novelty instrumental and vocal quartet, started on WLS also in 1931. And Jennie Lou Carson, one of the original Three Little Maids of National Barn Dance fame, joined the staff in January, 1932.

Because many of the WLS staff, like those pictured here, have known the Midwest America radio audience a long time, they know what the audience like to listen to, what approach will stimulate listeners to act . . . *and to buy.* That's why *WLS Gets Results!*

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

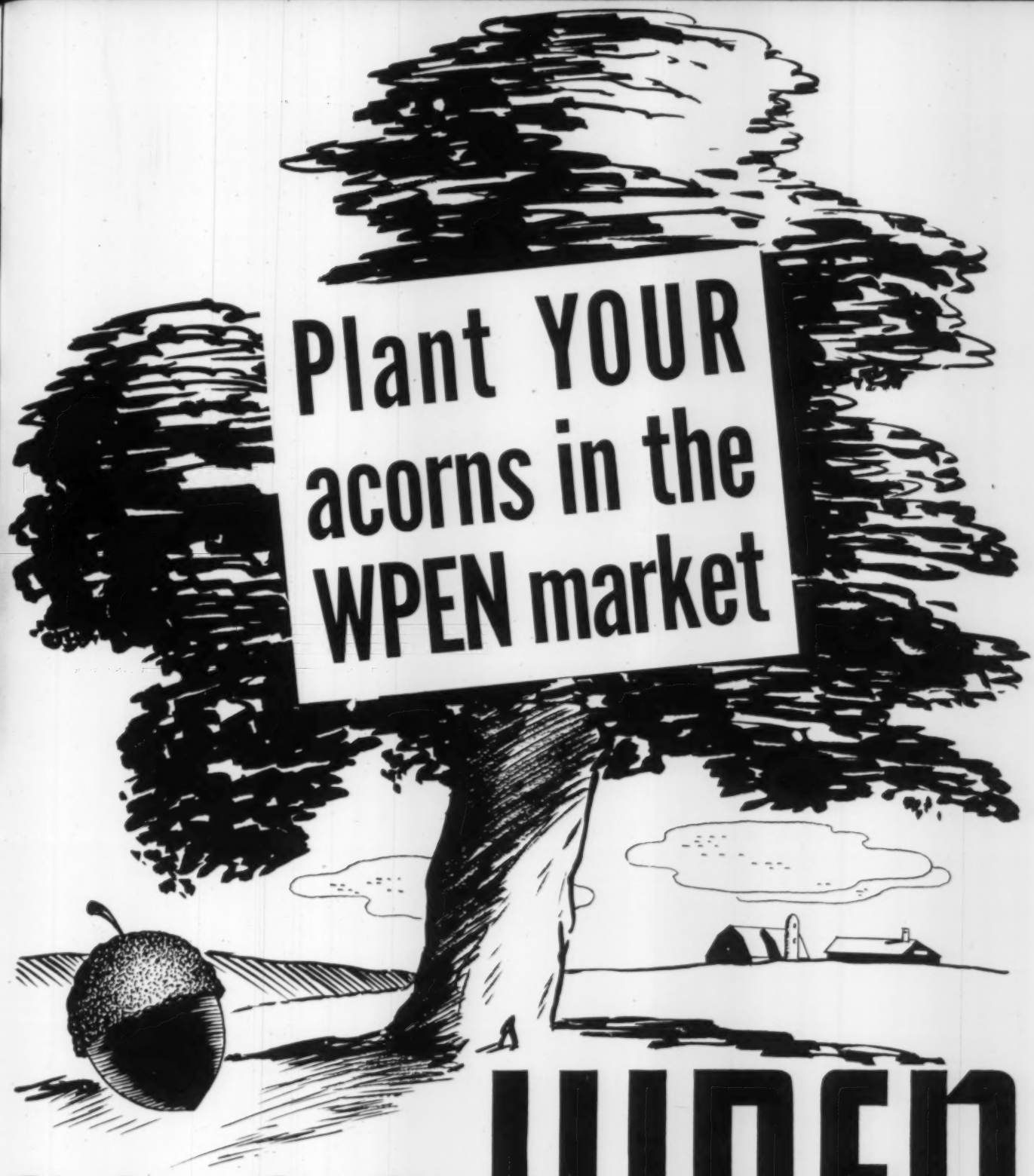
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

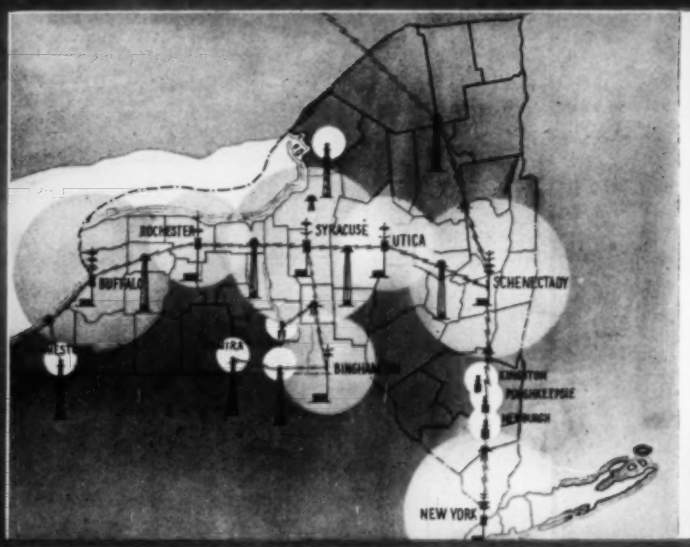


The Station That Sells **WPEN**

PHILADELPHIA • PA •

950 ON THE DIAL • 5000 WATTS

Published every Monday, 43rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



93% of the population of New York State could be covered by this regional network of five master television stations and nine satellite stations.

A television network relay station.

The G-E Satellite

will bring 1. Network Television 2. Television Revenue

G-E developments will make it possible to provide television program service in small and intermediate markets as well as large cities.

Master television stations, capable of originating television shows of network calibre, will be located in the larger centers of population. These master stations can be linked together in regional networks by G-E ultra-high frequency radio relay stations. Coast-to-coast hook-ups of regional networks logically will follow.

SATELLITE STATIONS THE NEXT STEP

From this broad framework will stem still other stations — hundreds! . . . to bring television to the smaller communities — to make it a still more attractive advertising medium for concerns doing a regional or nation-wide business.

Known as satellite stations, these smaller community stations will tie in with their respective regional networks by taking network programs from the nearest relay station, and rebroadcasting them over the local area. The satellite station can also produce and televise its own film programs, under local sponsorship, independently of the networks.

SATELLITE STATIONS ECONOMICAL TO BUILD AND OPERATE

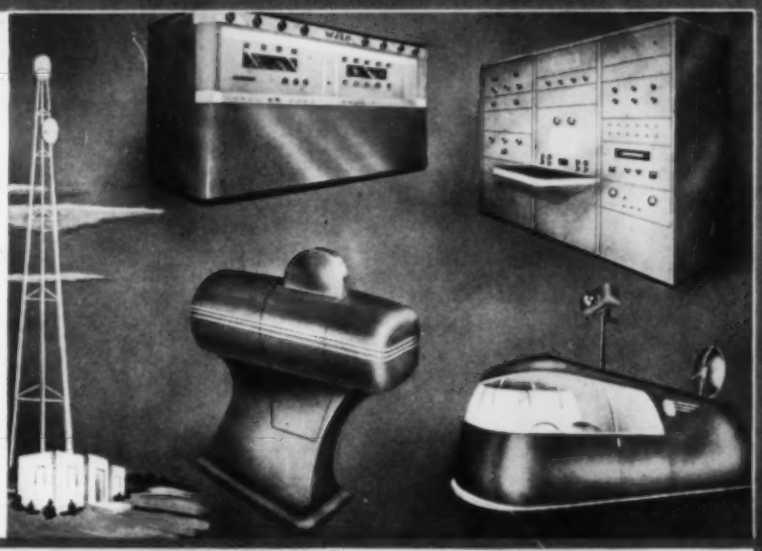
A satellite television station will be relatively inexpensive to install and operate — and will require a minimum of operating personnel.

The illustration at the far right, above, shows equipment required for a satellite television

STATION AND STUDIO EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

The G-E disk-seal tube — a development that makes ultra-high frequency relaying possible.



Equipment for a G-E satellite television station. Antenna · 16-mm projector · Transmitter · Receiver-monitor · Mobile pick-up unit

Television Station

to small communities

to local station owners

station of the future. A simple building houses the equipment and a lattice tower supports both the broadcasting antennas and the antenna which picks up the picture and sound signals from the nearest relay station. The small transmitter will have sufficient power to cover the local market area. A receiver-monitor unit, an amplifier unit, and a 16-mm motion picture projector and film pick-up camera complete the essential station equipment.

For local revenue, a 16-mm silent motion picture camera will be used by the satellite station operator to take pictures of products or demonstrations local merchants may wish to advertise. A G-E magnetic wire recorder will add background sound and commentary. Local happenings—parades, fires, dedications, sports, and social events—can be filmed in similar manner to provide other local sponsored programs. For on-the-spot broadcasts of events as they happen, a small truck may be equipped as a mobile unit.

Let General Electric help you with your preliminary plans. Let General Electric provide your complete television broadcasting system. Benefit from G.E.'s experience in operating WRGB — the nation's most powerful television station.

If you are interested in television broadcasting, plan your visit to Schenectady now — Thursdays and Fridays are our "open house" days at WRGB. If you have not received the G-E brochure, "TELEVISION BROADCASTING POST-WAR," write *Electronics Department, General Electric, Schenectady, New York.*

• *Tune in General Electric's* "The World Today" *and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E* "All Girl Orchestra" *at 10 E.W.T. over N.B.C.*

156-C3-6914

ANTENNAS • ELECTRONIC TUBES • RECEIVERS

FM—Television—AM

See G.E. for all three!

STABILITY

in Omaha !

BYRON HEAD

emcee's

The "COFFEE CLUB"

DAILY 7:15 to 8:00 A. M.

On the Air for SIX YEARS

PARTICIPATING FEATURE

MUSIC—GAGS

One hymn set off by bells

TIME
TEMPERATURE
WEATHER

15 minutes available
7:15 to 7:30 A. M.
at
Rate Card Rate
plus
$7.50 daily production

Participations at rate card rate

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS *Omaha* in
5000 WATTS ... 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

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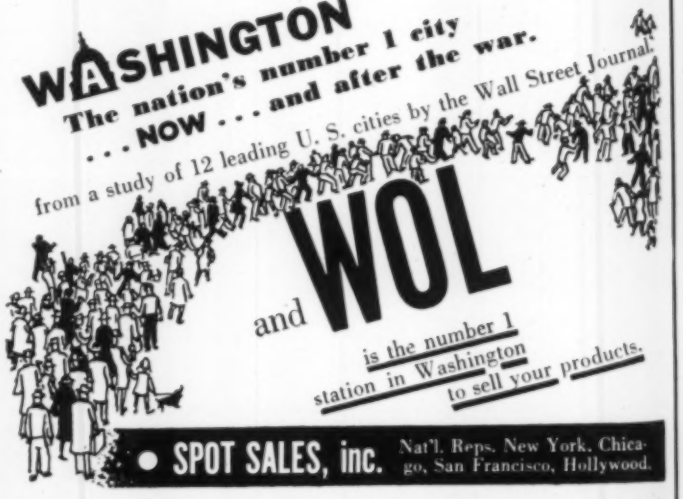
The nation's number 1 city
... NOW ... and after the war.
from a study of 12 leading U. S. cities by the Wall Street Journal.



and WOL
is the number 1 station in Washington to sell your products.

SPOT SALES, inc. Nat'l. Reps. New York, Chicago, San Francisco, Hollywood.

One Time-Buyer Tells Another:

"DOLLAR FOR DOLLAR YOUR BEST BUY IN AMERICA'S 4TH LARGEST MARKET!"

National Representatives: Spot Sales, Inc.

WAAT

970 KC
NEWARK, N. J.

NEW JERSEY'S FIRST RADIO STATION

ILLUSTRATION, *courtesy of National Cash Register Co.*

ACTION, *courtesy of Nern Listeners*

Why Nern Listeners?

Because Nern listeners are New Englanders, and because New Englanders have 7.7% of the nation's spending money.*

Yes, but who says that New Englanders listen to Nern?

Well, Nern stations offer a combined primary coverage that blankets New England with more than three times the power of any other combination here. And, because they are all NBC affiliates, Nern stations carry the nation's biggest-audience programs. Each Nern station is dominant in its own area.

H'm . . . Expensive?

Never! You can get cash register action from 8,298,472 Nern listeners for only $312 for a daytime quarter-hour, with no line charges and with free studio facilities in New York, Boston and Hartford. When you buy Nern, you buy a network.

*Copyright SALES MANAGEMENT, May 10, 1944, Issue.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit
San Francisco, Hollywood

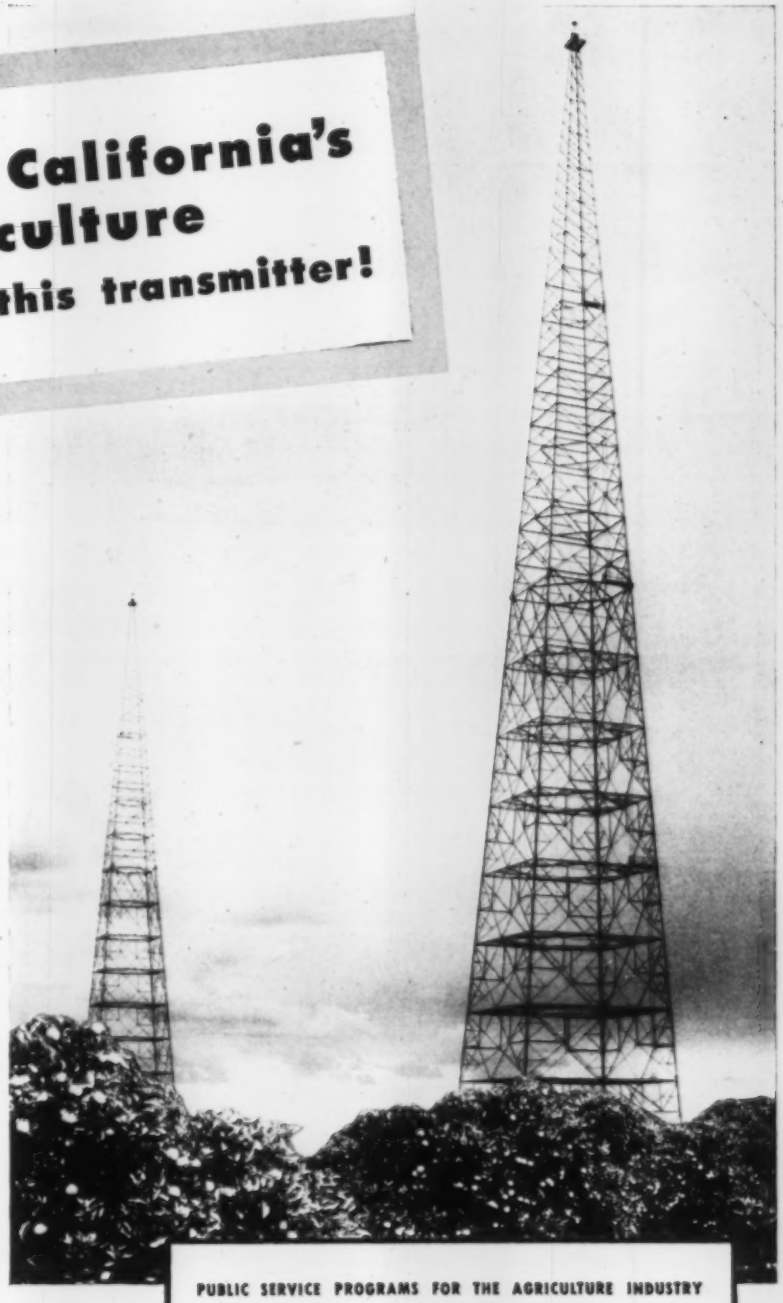
NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

XUM

Southern California's Agriculture depends on this transmitter!



Its 50,000 watt, clear-channel signal carries KFI to Southern California's eleven-county agricultural population... and its intelligently-planned Public Service programming to agriculture brings this industry to depend upon it.

Instantaneous mass communication from one source to growers and stockmen throughout the entire Southern California region is vitally necessary to this specialized 1½ billion dollar industry.

Hence KFI's public service obligation... its privilege... its opportunity to build rural listener loyalties.

Local programming in the particular interests and welfare of local listeners... plus the popularity of its NBC offerings... accounts for KFI's leadership in not only the Hooper-surveyed metropolitan district but in the rural areas of approximately a million people.

PUBLIC SERVICE PROGRAMS FOR THE AGRICULTURE INDUSTRY

The KFI Noon Farm Reporter, aired daily from 12 noon until 12:15 P.M., is built upon a constant supply of up-to-the-minute information received from authoritative sources. It presents: news, information on grower-practice, market quotations, weather forecasts.

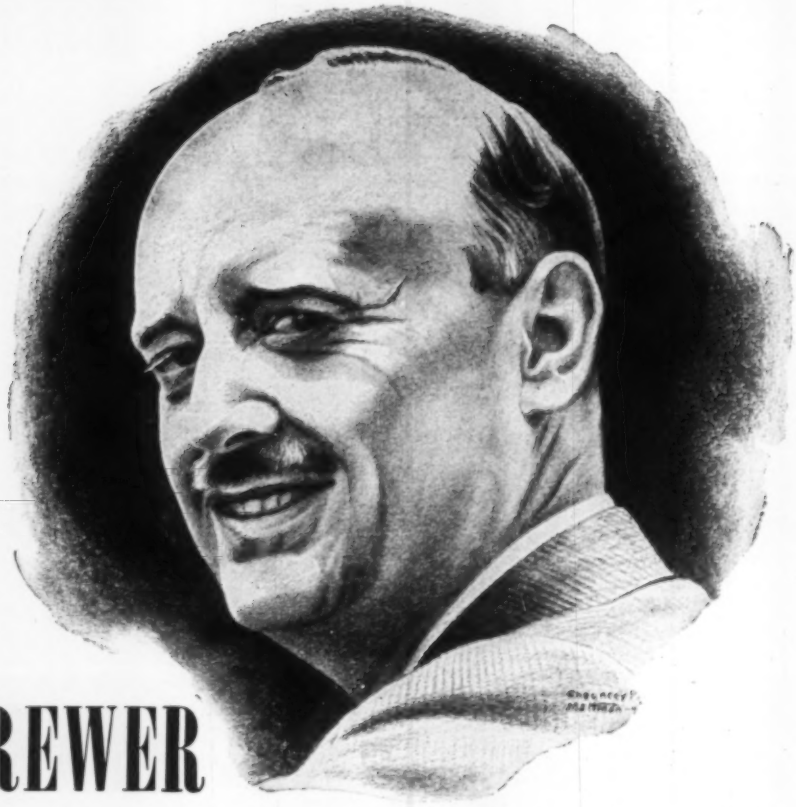
Through the winter season KFI interrupts its commercial programs to bring nightly frost warnings (8:00 P.M., November 15 through February 15) to growers of citrus and other frost-tender crops throughout California and Arizona. KFI is the only station broadcasting this regional service and it is the only station *needed* to cover all of the frost areas in these states.

KFI... NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES



BRUCE B. BREWER

Partner, Bruce B. Brewer & Co., Kansas City

Says—"Spot broadcasting gets sales increases at low cost, so we like spot!"

●Yes, and Mr. Brewer is *right*—the final payoff on spot broadcasting really is that it does get sales increases at low cost. We can all talk our heads off about selectivity, flexibility, and the rest of the details. But in the end, it all boils down to *sales increases at low cost.*

●Here at F&P, we've concentrated over twelve years' effort into helping make spot broadcasting as economical for agencies and advertisers to *handle* as it is to *use.* If you will take the trouble to tell us frankly about your problems and needs, we believe we can free you from most of the details which do exist, we confess, in this medium. And do it as conscientiously and as tirelessly as though we were a department in your own organization.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Granite 3615 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 12 WASHINGTON, D. C., SEPTEMBER 18, 1944 $5.00 A YEAR—15c A COPY

Boom Predicted in Equipment and Sets

Transmitter Ban May Be Lifted This Fall

By JACK LEVY

WITH RECONVERSION time fast approaching as the Allied armies advance into Germany, the radio manufacturing and broadcasting industries are preparing for the greatest boom in equipment production and station construction in the history of radio. Likelihood of a lifting of the WPB freeze on civilian transmitter production is seen this fall.

The end of the European war, expected now by Oct. 31 at the latest, as revealed last week as the basis for substantial restoration of general civilian production, will result in at least a 30% cutback in military orders for radio equipment, War Production Board officials told BROADCASTING.

Equipment Boom Seen

This cutback, it was indicated, will mean much more than a corresponding resumption of receiver and broadcast equipment inasmuch as the radio industry is now producing at a rate 10 times greater than the prewar volume. In addition, the release of manpower resulting from cutbacks in other industries will likely solve radio manufacturers' most pressing current problem. It is expected that materials will be generally available in adequate supply.

It is quite conceivable, in the opinion of John Creutz, chief of the Domestic & Foreign Branch of the Radio and Radar Division, that the collapse of Germany will be followed by an almost immediate return to prewar civilian production volume without disrupting the flow of needed military equipment for the war against Japan.

In the field of broadcasting equipment, the manufacturing industry will be confronted with the heaviest demands it has ever experienced, demands which, if filled, will mean a transmitter output alone in the first reconversion year of at least five times any prewar year. As of Sept. 14 there were pending or on file with the FCC a total of 250 applications for FM stations and 70 applications for television stations.

With the prospect that the vast majority of these will be granted and that the WPB freeze on construction will be lifted coincident with the 30% cutback, radio manufacturers will have on hand orders to equip stations costing in the aggregate approximately $30,000,000. This does not take into account applications for new stations still to be received, which are coming in to the FCC at an increasing rate, nor does it include the accumulated demands of existing AM stations for replacement equipment.

Radios for Christmas?

In the production of transmitters and other major broadcast equipment, demands for which are restricted to specialized uses, manufacturers will be able to plan their schedules for gradual reconversion to normal operations. The time required for making transmitters—nine months to a year—will make possible an orderly and controlled step-up in this branch of the industry.

Always allowing, of course, for military developments which may prolong the European war beyond its expected duration, there is a good chance that a limited number of 1944 model sets may be available for Christmas gifts this year, although it will be 90 days before any substantial number of sets are available. There is a tremendous backlog of consumer demand, existing and susceptible to artificial sales stimulus, which many manufacturers will not pass up. They are in a position to effect a speedy reconversion to capture the market.

Distribution will be the governing factor in the speed with which manufacturers can get sets into dealers' shelves. In some areas, where factories are located close to large markets, the problem should be simple. Where markets are far from the source of production, wartime controls over shipping and transportation will no doubt delay deliveries.

The goal for the first year's production after reconversion, Mr. Creutz believes, will be based on 1941 demands and will mean an output of from 10 to 15 million sets. The largest bulk of these will go into homes—as replacements of inefficient and old sets and as extra receivers. The automobile will provide the next largest market, as standard or optional equipment, when new car production resumes and through increased use of cars when gasoline rationing is relaxed.

Other markets will be found among offices, restaurants and other business establishments; foreign countries, particularly South American nations which formerly purchased sets from Germany; public services, notably police departments which are expected to double their use of radio; and aviation, in which radio requirements will rise in proportion to postwar expansion.

FM Sets Later

The lag in transmitter production is almost certain to delay the introduction of FM receivers, Mr. Creutz predicts. Although there are now 53 FM stations in operation or under construction and perhaps 200 more which will be broadcasting within a year after reconversion, he finds that few manufacturers plan to resume receiver production with combination AM-FM sets. Many plants, particularly the smaller ones, are anxious to get back into civilian production as soon as possible and do not wish to delay their operation to incorporate FM. They feel, he explained, that there is sufficient market for

(*Continued on page 61*)

How Army Will Handle an Armistice

Modern Setup to Avoid Tragic Hours of Delay in 1918

By MARY ZURHORST

CEASE FIRING! Less than 25 minutes after that order goes out from some meeting place of the Allied and German high commands, the airwaves will carry it to the farthest advance unit, to the fastest plane and to the remotest ship at sea. By radioteletype, Washington, London, Moscow, Chungking, Brisbane, Pearl Harbor, New Delhi will hear the message within 3½ minutes of transmission.

But it is equally important that the Nazi army hear it, too.

An official at the War Dept. speculated last week that, "If German field radio facilities nearly approximate ours, or if we can reach them by radio or by front line PA systems, then there is a strong possibility that the time between the signing of the unconditional surrender terms and notifications of troops can be set at a considerably shorter period than in the last war."

At 5 a. m. in 1918 the Armistice was signed in Paris, and six hours were allowed for word to reach the men in the field, so that hostilities did not cease until 11 a.m. In those hours hundreds of men died.

How It Works

A hypothetical situation will trace the line of communications for such a message:

An official German spokesman wishes to meet with the Allied command for surrender. As the quickest facility available, he uses radio to contact Allied headquarters.

Within the hour, listeners throughout the world will know of the situation—not only civilians but also fighting men via shortwave relays. Thus, authenticity will be lent to the moment when the German Army in the field is notified of surrender either by its own radios or by ours.

Then, the meeting held, terms agreed upon, the end-of-war message goes out in code over the Signal Corps communications facilities. If the negotiations take place at theatre headquarters, the order to lay down arms is transmitted to a network comprising army headquarters (1st Army, 3d, etc.), and the corps whose radios are on the same frequency. Corps headquarters, after passing the coded order through the message center and passing inspection of the commanding officer, relays it on another frequency to the division network.

The same process continues on down through the regiment, battalion, company, and on out into the individual units—tanks, jeeps, planes, walkie-talkies.

In less than a half-hour after

(*Continued on page 65*)

Lennen & Mitchell Gets All Lorillard

Major Changes Are Planned In Net Program Lineup

P. LORILLARD Co., New York, effective Nov. 30 shifts advertising of Old Gold cigarettes to Lennen & Mitchell, New York, and the following month puts into effect a major change in its network advertising with two new shows replacing current programs on NBC and CBS. To handle these and other programs for Andrew Jergens Co., the agency is opening a Hollywood office.

With the new appointment, L&M, agency for Lorillard's Beechnut cigarettes and various cigar and pipe tobacco brands, will again be handling all the company's advertising. Agency handled Old Golds for 15 years up until January, 1941 when the product went over to J. Walter Thompson Co., New York. Current radio under latter agency has included seasonal sponsorship of baseball games in New York and Chicago. Network programs include Allan Jones and Woody Herman's orchestra on CBS Wednesdays, 8-8:30 p.m.; and Jackie Gleason-Les Tremayne show on NBC Sundays, 10:30-11 p.m.

The two Old Gold shows will be *Comedy Theatre*, weekly dramas of stage and film comedies, with stars reenacting their original roles in most cases, and an audience participation show titled *Which Is Which*. Studio audience for the latter program will be asked to guess whether the voices of six guest celebrities hidden behind screens are those of the person himself, or an imitation. Money prizes will be awarded. Richard Himber's orchestra has been signed.

Lorillard has taken the Wednesday 9:30-10 p.m. period on CBS for one of the programs, beginning Oct. 25, and will continue to use its NBC Sunday 9:30-10 p.m. spot beginning Oct. 29 for the other, with decision pending as to which program will occupy which spot. Lorillard thus discontinues Alan Jones in the Wednesday 8-8:30 p.m. spot on CBS following the Oct. 18 broadcast, and Jackie Gleason on NBC the following Oct. 22.

Travis Wells, radio time buyer and assistant to S. James Andrews, radio director and talent buyer in New York, will go out to Hollywood to head the new office. Edith Hophan, now talent agent in the radio department of the Wm. Morris Agency, New York, will serve as business manager. Offices have not yet been selected.

In addition to handling the two Old Gold shows, L&M's Hollywood office will handle two programs for Andrew Jergens Co.: *Mystery Time*, which replaces *Chamber Music Society of Lower Basin Street* on 160 Blue stations Sunday 9:15-9:45 p.m., beginning Oct. 8 in behalf of Woodbury soap. Former program now on the CBS Pacific Coast network Thursday 9-9:30 p.m. will be discontinued on that network Oct. 5.

Beginning Oct. 20 the company will promote Jergens Lotion in the Friday 6-6:15 p.m. spot on the CBS Pacific network with a new program *Tonight in Hollywood*.

Richards Is Named Editorial Director In 'Broadcasting' Staff Realignment

APPOINTMENT of Robert K. Richards, newspaperman and broadcaster, as editorial director, and promotion of several department heads is announced by BROADCASTING.

The realignment was reported to the board of Broadcasting Publications Inc. at a meeting last week, by Sol Taishoff, editor and publisher, and becomes effective Oct. 16.

J. Frank Beatty, managing editor for the last ten years, continues in that capacity at Washington headquarters. Bruce Robertson, associate editor in New York for a decade, becomes New York editor in charge of the New York bureau. John N. (Bill) Bailey, who joined BROADCASTING a year ago, is associate editor in Washington.

Maury Long, advertising manager for the last four years, takes over duties as business manager, and will continue his supervisory activities over advertising. He has been with BROADCASTING since 1936. S. J. Paul, assistant advertising manager, headquartered in New York, becomes New York advertising manager. He joined BROADCASTING in 1940.

Bernard Platt, circulation manager, takes over a newly established Service Bureau, which includes supervision of the production of the BROADCASTING Yearbook. Functions of the Service Bureau will be expanded when wartime limitations are lifted. Mr. Platt joined BROADCASTING in 1932.

Mr. Richards, since early 1942 has been Assistant Chief Radio Censor in Washington. A native of Urbana, O., and a graduate of Ohio State U. in 1934, Mr. Richards is 32. He was editor of his school paper in his senior year.

In 1934-35, Mr. Richards was a copywriter with Campbell-Ewald, Detroit. He then served successively as continuity editor, WAIU Columbus (now WHKC), 1935-36; reporter, rewrite man and copyreader, *Cincinnati Post*, 1936-38, during which time he also was a newscaster on WCPO; production director, WSPD Toledo, 1938-42. When J. Harold Ryan, president of NAB, left WSPD in December 1941 to become assistant director of censorship in charge of radio, Mr. Richards came to Washington as his aide in January 1942. Subsequently he became chief assistant to Mr. Ryan and served in that capacity under John E. Fetzer, WKZO Kalamazoo, who succeeded Mr. Ryan last April.

Mrs. Richards is the former Betty Greene of Urbana. They have a six-year-old daughter.

NOW A PIN-UP is the July 3 BROADCASTING cover, depicting radio at war, writes Sgt. Ralph S. Durkin, program manager of WXLO "on the Northern route to Tokyo". It's an Army station which broadcasts transcriptions from the Armed Forces Radio Service and five newscasts daily, received via shortwave from the West Coast. Sgt. Durkin in civilian life was with KMBC Kansas City. "Radio's newsmagazine," writes Sgt. Durkin of BROADCASTING, "is almost as welcome around these parts as a letter from the folks at home."

AAAA and ANA to Pass on NAB Plan For New Radio Bureau of Circulations

ANOTHER step in the project toward creation of a Radio Bureau of Circulations occurs next Friday in New York with presentation of the full plan by the NAB to radio committees of the American Assn. of Advertising Agencies and the Assn. of National Advertisers. Hugh Feltis, KFAB Lincoln, former chairman of the Research Committee and now a member of the NAB Board, will make the presentation to the joint meeting at the Biltmore, with ANA the host.

Simultaneously, NAB President J. Harold Ryan announces appointment of Roger Clipp, WFIL Philadelphia, as the new chairman of the Research Committee. He served as chairman of the technical subcommittee in formulating the coverage plan. Messrs. Ryan and Clipp and Paul F. Peter, research director of the NAB, also will participate in the presentation.

The plan, proposing a standard method of coverage measurement for all radio, was unanimously approved by the NAB Executives War Conference in Chicago last month. A permanent bureau would be set up to operate the project, which would entail a controlled mail ballot every two years to one million families at an estimated cost of $1 each. The cost would be absorbed by subscribing stations.

Before the plan can be effectuated, approval of both ANA and AAAA is required. The AAAA Radio Committee already has indicated its approval [BROADCASTING, Aug. 28, Sept. 4].

New GF Series

GENERAL FOODS Corp., New York, on Oct. 2 starts a 13-week promotion for Jell-O with five-minute newscasts and quarter-hour transcriptions on three New York stations. Schedule calls for a thrice-weekly quarter-hour musical show on WOR and WNEW and five-minute newscasts thrice weekly, on WQXR and WNEW. Agency is Young & Rubicam, New York.

CBS Election Plans

CBS is understood to be planning rearrangement of its entire program schedule after 8 p. m. (EWT) election night, Nov. 7, indicating cancellation of at least part of its commercial schedule. Paul White, CBS director of news and special events, has called O&O news chiefs to New York for a meeting Sept. 24.

Welles' Postwar Series For Waltham Watch Co.

SUMNER WELLES, former Under Secretary of State will be heard on Mutual Wednesday 10-10:15 p.m. under commercial sponsorship beginning Oct. 11, in a series of talks on world peace and postwar policies. With no products to sell at present, Waltham Watch Co., Waltham Mass., will sponsor the program for institutional purposes omitting all middle commercials out of deference to the importance of Mr. Welles' topic.

Program represents Waltham's first major advertising effort in recent years, and its first network series. The basic Mutual network of 75 outlets has been ordered and other stations are being added. Tentatively titled *Time For Decision*, also the title of Mr. Welles' recently published book, the program will originate from Washington, Palm Beach or Maine, wherever Mr. Welles is located. Contract, for 52 weeks, was placed through H. B. Humphrey Co., Boston and New York.

Palmer Named Manager of KGO; Follows Searle

T. B. (Bev) PALMER, who has been chief engineer of KGO and the Blue's San Francisco operations since the formation of the Blue Network Co. in February 1942, has been appointed manager of KGO, Blue O&O station. He takes office immediately, replacing Don Searle, who moves to Hollywood Sept. 18 to take over his duties as general manager of the Blue's western division.

Mr. Palmer joined NBC in 1943 as studio field engineer serving successively as control relief supervisor, junior supervisor and, one week before he joined the Blue, field supervisor.

No. 2 Candidates Show Radio Flaws

Truman Reveals Nasal Tone Quality; Bricker Has 'Relaxed' Manner

By LOUIS FOLEY
Professor of English and Language Consultant
Western Michigan College of Education, Kalamazoo

A VERITABLE "presidential campaign of the air" is ahead. FDR is the past-master of the microphone. Gov. Dewey for voice appeal bids fair to run him a tight radio race. What about the No. 2 men? That question was posed to Prof. Louis Foley by the editors of BROADCASTING. His critical analysis of the FDR-Dewey radio techniques [BROADCASTING, May 15] have been widely quoted. Radio observers in recent days have detected a decided improvement in the radio delivery of Sen. Truman, presumably resulting from the tutelage of J. Leonard Reinsch, radio director of the Democratic National Committee, on leave from his post as director of radio of the Cox stations (WSB WIOD WHIO).

AND HOW about the runners for No. 2 position? Both Roosevelt and Dewey have been discussed in these columns as radio personalities, but there remains something to be said concerning the nominees for vice-president. They are prominent enough in their own right.

Prof. Foley

In that same fall of 1942, when Thomas E. Dewey's election to the governorship of New York broke a 20-year span of Democratic governors in the Empire State, John W. Bricker was breaking a record in Ohio by being elected governor for a third consecutive term. Harry S. Truman cannot qualify to make it a governors' foursome, but he has gained national distinction as chairman of an important committee in the Senate.

Truman's Speech

At the close of the Democratic convention in Chicago, there were reports to the effect that Senator Truman, the nominee for Vice-President, would campaign extensively, while the President would give most of his time to the war. The Missouri Senator appeared quite willing to undertake whatever might be expected of him.

The strategy of the Republican camp does not call for just such a division of labor. It seems a fairly safe guess, however, that Gov. Dewey will be too wise to enter upon the kind of over-ambitious speaking tour conducted by Willkie four years ago. At any rate, in Gov. Bricker he has a partner who has already earned considerable reputation outside of his own State, and who will surely be ready to do his part. So it seems likely that Truman and Bricker will figure prominently in the contest now shaping up. Probably they will both be heard increasingly often on the air.

SEN. TRUMAN

What sort of performance may we expect of them? From their previous public utterances we may form some notion of what they will have to offer.

Senator Truman's speech of acceptance at the convention in Chicago was brief enough that we can easily review it here:

"You don't know how very much I appreciate this very great honor which has come to the great state of Missouri. (Applause) There is also connected with it a very great responsibility, which I am perfectly willing to assume. It's been my privilege to be a United States Senator for the past nine-and-one-half years, and I expect to continue the effort which I have been making in that—uh—capacity as a United States Senator to help shorten the war and win the peace under the direction of the great—our great leader Franklin D. Roosevelt. (Applause) There's not much more that I can say to you, except that I accept the honor with all the humility that a—uh—uh—uh—citizen of the United States can assume in this position. Thank you very much."

Now of course it will be said at once that this was an impromptu speech, and that it is unfair to judge a man's speaking ability in such circumstances. With all due allowance, however, it may also be said that the true inward quality of a person's speech is best revealed when he is caught off guard. Then any pose which he may have cultivated will drop off, and he will just be his really natural self. Moreover, there is no need to insist too strongly upon the "impromptu" aspects of Truman's remarks at Chicago. After all, the Missouri Senator is 60 years of age, he has been prominent in politics for a good while, and he must surely have envisaged his nomination as at least a possibility for which to be slightly prepared in advance.

Senator Truman has been described as very "practical" in politics. As we listened to the convention by radio, it was easy to recognize in his voice and manner the personality of a man who is forceful in going after what he wants, and is not lacking in shrewdness.

We may well imagine, however, that he produces a better total impression by his physical presence than he can with his voice alone. To make friends and influence people in committee meetings or even in the open Senate, one can give a general impression that offsets, covers up, or reduces the effect of things that are shown up in all their rawness by the merciless mike.

Vocal Mechanics

In fact, the microphone at Chicago revealed more than the actual text as we have reproduced it here. It registered a certain nasality of tone which might soon become unpleasant to listen to; it marked the lip-laziness of enunciation in such words as "privlege", "uhsoom", and "it's been" which sounded exactly like "spin". But there is more in this matter than mere vocal mechanics in pronouncing words. Though Mr. Truman spoke for only one minute, his speech is noticeably wordy or repetitious. An experienced public speaker might be expected to say quite as much in even less time, besides saying it better.

In the few words of that acceptance speech, there is obvious emphasis upon the idea of his personal humility. His tone of utterance, however, did not strike us as being noticeably humble. He sounded indeed like a person rather well pleased with himself and quite confident of his complete worthiness. He was "perfectly willing" to assume the "responsibility", along with the "honor" which he "accepted".

There may appear to be a certain relationship betwee t hese remarks and something else which he had said a good while ago. He was, he said, not a lawyer—"just a farmer who happens to be in the Senate. But I understand words." So again what ostensibly begins as a modest self-abasement turns out to be more like a boast. Perhaps he did not fully realize how much of a boast it was. At any rate, an impartial observer may be permitted to doubt whether he really *does* "understand words" well enough to warrant any particular boastfulness.

Greats That Grate

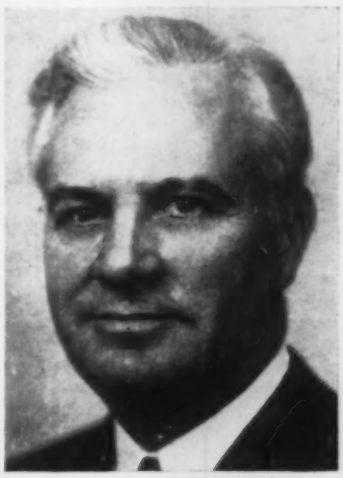
He said that he *accepted* the "honor". He was not called upon, in fact, to do anything of the sort. Even if he had refused to be a candidate, the honor of having been nominated was already forever his. Then he spoke of his willingness to *assume* the "responsibility". That, however, he need not and cannot do unless and until he is *elected*; he can only seek to have that responsibility entrusted to him.

Moreover, in considering him as a speaker, it is pertinent to notice that his "understanding words" does not involve knowing how to handle them easily without unpleasant combinations of sound, as in "except to accept", especially with the two words practically identical in pronunciation as "uksept".

Explain it as one will, astonishingly often this phenomenon of sound-combinations which annoy or pointlessly attract attention will reveal upon analysis a misuse of a word or an inexactness of grammar. And he does not "understand words" well enough to realize that using *great* no less than five times in those few sentences makes it detract from the intended effect instead of heightening it.

On the opposing side, Gov. Bricker shows up less well in some re-

(*Continued on page 54*)



GOV. BRICKER

Republicans Styling Programs In Commercial Show Pattern

Ford Bond, as 'The Republican Reporter', Acts As Special Events Man on GOP Broadcasts

RADIO STAFF of the Republican National Committee has developed a new technique in political broadcasting by adapting the common practice in commercial broadcasting of using a special announcer, distinct from the one who identifies the station or network, to give the sponsor's sales messages.

Where the usual political broadcast opens with an announcer at the scene of the meeting announcing the speaker and describing the hall and the excitement of the crowd, the Republican technique eliminates the special events announcer and substitutes "The Republican Reporter," speaking from New York. Following the network identification and the courtesy announcement on behalf of the sponsor whose program was displaced by the political speech, "The Republican Reporter", Ford Bond, veteran network announcer, states the nature of the program, including the speech, in a style designed as an audience-building operation instead of a simple description.

True Commercial

When this "opening commercial" concludes, usually after about 20 seconds, program is switched to the scene of the meeting where the dignatory who is to introduce the Republican Presidential candidate steps to the microphone and, after a few seconds of applause, introduces Gov. Dewey in a single sentence: "Ladies and gentlemen, I have the pleasure to present the next President of the United States," leaving virtually the entire broadcast period for the main address.

If the speech should not fill the broadcast time, instead of switching to a network studio for two or three minutes of organ music the program goes back to Ford Bond who is standing by with a sheaf of Republican news items which he reads until the time is almost up, always concluding the broadcast with announcement of the next scheduled Republican talk.

Developed by Radio Director Turnbull, Assistant Radio Director Wells (Ted) Church, and Mr. Bond, this new political radio format is believed by the party leaders to make political broadcasts true commercial programs.

Special Programs

Revamping last week's broadcast schedule, the Republican National Committee added a broadcast by Congressman Everett Dirksen of Illinois on MBS, Sept. 13, 8:15-8:30 p.m.; canceled the broadcast scheduled for Sept. 14, and added a special program, *Governor Dewey's Neighbors*, on NBC, 9-9:30 p.m., Sept. 15. This broadcast comprised two pickups, one from Pawling, N. Y., with a group of Gov. Deweys' neighbors giving their estimates of him, and one from Owosso, Mich., where his boyhood friends and acquaintances did likewise.

During the coming week, the Republican candidate will be heard Sept. 18 on CBS and Sept 19, 21 and 22 on NBC as he addresses meetings in Seattle, Portland, San Francisco and Los Angeles. Next Monday, Sept. 25, he will broadcast on NBC from Oklahoma City.

SOCIALIST PARTY BUYS WQXR TIME

SOCIALIST Party is sponsoring talks by Norman Thomas and Darlington Hoopes, Presidential and Vice-Presidential candidates of the party, on WQXR New York, Sept. 17, 5:30-6 p.m. These talks are to be recorded for submission to the Army for shortwaving to the troops on Sept. 20, according to a spokesman at the party's New York headquarters last week.

Transcriptions of these talks will also be broadcast on 39 stations throughout the country, it was stated, and this plan will probably be followed for the four remaining programs to be sent to the troops overseas. Plans also are being made for other domestic broadcasts for the Socialists, but are not yet completed, it was said.

Blue Names Berry

GIL BERRY, assistant sales manager for the central division of the Blue Network, has been anpointed sales manager, succeeding Joe Hartenbower, who became manager of KCMO Kansas City [BROADCASTING, Sept. 4], according to Ed Borroff, vice-president of the Blue central division. Mr. Berry was formerly sales manager of WENR Chicago spots sales and prior to that associated with NBC spot sales. Robert McKee, salesman, will take over Mr. Berry's duties.

NAB Code Committee Plans Oct. 12 Meeting

TO CONSIDER possible changes to the NAB code of ethics, to which most of the country's stations voluntarily subscribe, the NAB Code Compliance Committee will meet at the Roosevelt Hotel, New York, Oct. 12-13. Previously, a meeting had been scheduled for Sept. 25, following informal consideration of code provisions by the NAB Board of Directors in Chicago Aug. 31 after the Executives War Conference.

Richard Frankensteen, vice-president of UAW-CIO, has been invited to address the meeting. Interest attaches to his appearance, in view of the lively controversy over efforts of CIO to "obliterate" provisions of the code which ban the sale of time for the discussion of controversial issues.

Members of the code compliance committee are: William B. Quarton, WMT Cedar Rapids, chairman; William S. Hedges, NBC New York; Felix Hinkle, WHBC Canton, O.; Eugene P. O'Fallon, KFEL Denver; Arden X. Pangborn, KGW Portland, Ore.; Jan Schimek, CBS New York; Lee B. Wailes, Westinghouse stations.

Voting Precinct Meetings Arranged By Democrats for Political Broadcasts

SECOND radio campaign speech of Democratic Presidential Candidate Franklin D. Roosevelt will be broadcast on the full Mutual network, Oct. 5, 10-10:30 p.m. EWT, J. Leonard Reinsch, radio director of the Democratic National Committee, announced last week.

Talk to Teamsters

Broadcast will also include talks by Democratic National Chairman Robert E. Hannagan and Mrs. Gladys A. Tillett, assistant national chairman, and following the President's speech the network will be broken up into State groups for brief messages from state Democratic candidates for governor and senator. Approximately 125,000 voting precinct meetings will be arranged for listening to the broadcast, with a party worker in each district responsible for arranging a meeting of at least 10 of hs neighbors.

First Roosevelt broadcast, on Sept. 23, 9:30-10 p.m., as he addresses the convention of the International Brotherhood of Teamsters in Washington, will be broadcast on both CBS and NBC. Party has also purchased the 11-11:15 p.m. period on the Blue Network Sept. 20, for a talk by Quentin Reynolds, and the 7-7:30 p.m. spot on the Blue, Sept. 27, for a special women's program.

Party's farm series of quarter-hour programs to be broadcast in the early morning hours, chiefly between 6 and 7 a.m., on more than 30 stations from New York to the Dakotas, gets under way this morning on a Monday-through-Friday basis and continues right up to the end of the campaign, concluding on election day, Nov. 7. Series will feature interviews with Sen. Harry S. Truman, Vice-President Henry Wallace, Secretary of Agriculture Claude Wickard; James Patman, president, National Farmers Union and other party leaders as well as farmers, conducted by James Merrifield, farm director of the Committee. Programs are transcribed by NBC Radio Recording Division.

Free Time Granted Socialist-Laborites

Buy Quarter-Hours on WQXR KYA WABY; $100,000 Fund

AVAILING itself of the privilege of demanding free time equivalent to that granted candidates of other parties for acceptance speeches, the Socialist Labor Party has secured quarter-hour periods on the four major networks. The official acceptance speech of Edward A. Teichert, Presidential candidate, was broadcast on CBS Aug. 27. Vice-Presidential Candidate Arla A. Albaugh's acceptance was carried simultaneously on Blue and Mutual Sept. 16, 7-7:15 p.m. Technically not an original acceptance speech, a similar broadcast is scheduled on NBC Sept. 22, 10:45-11 p.m., with a talk by Mr. Albaugh on the CIO Political Action Committee, titled "Socialism Versus Hillmanism."

Considers Net Time

Party is considering buying one or two network broadcasts towards the close of the campaign. In the meanwhile, time has been purchased on WABY Albany, KYA San Francisco and WQXR New York for regular weekly quarter-hour broadcasts, with the KYA series already running and WQXR slated to start Sept. 29 each Friday, 10:30-10:45 p.m., continuing till Nov. 3. In addition, the party has or will have broadcast on commercial time talks by Mr. Teichert as he continues in a cross-country tour heading east, or by Mr. Albaugh on KSTP Minneapolis-St. Paul (and state network) Sept. 14; WHO Des Moines, Sept. 15; WGN Chicago, Sept. 23; WSBT South Bend, Sept. 24; WOWO Indianapolis, Sept. 25; WLEU Erie, Pa., Oct. 4. Party will present Eric Haas, editor of *Weekly People* and U. S. Senate candidate, on WQXR, 10:30-11 p.m., Sept. 18, in a talk on "Socialism Means Jobs for All."

Latter broadcast and a previous half-hour on the same station by Mr. Haas were two of five programs the party has selected to have rebroadcast overseas. The others are the Blue-Mutual program, the CBS and the NBC broadcasts.

The party's overall campaign budget is $100,000, with radio allocation undisclosed.

Carey Salt Places

CAREY Salt Co., Hutchinson, Kan., begins sponsorship Oct. 16 of a five-minute transcribed program titled *Nothing But the Truth*, featuring Alexander McQueen, five times weekly on the following stations: WAPI WALA WSFA WRUF WMBR WIOD WFLA WALB WGST KWLM KMMJ WRDW WMAZ WTOC WJDX WFBC WIS WTJS WSM KVOD WOAI KFAB WOW WBAP KGHF KFXJ KLRA KFBI KTUL WHO KMA KFAM KXOK KGNC. Contract for 26 weeks placed by McJunkin Adv., Chicago.

REPORT NO. 6

ON STATION WHO'S HOOPERATINGS

At Left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

DES MOINES is the only city in Iowa with population over 100,000—has less than 7% of Iowa's total people—contains only 5% of WHO's potential audience in daytime primary coverage area.

Hence Hooperatings for Des Moines may be practically worthless for evaluating WHO's influence outside the Des Moines City Limits.

To get the facts for you, we asked Hooper to survey Des Moines *AND* several other cities 30 to 115 airline miles from Des Moines. Eight were selected — five of the eight being within range of other Des Moines stations, and six of the eight having their own radio outlets.

The results are such as to amaze even the most enthusiastic of WHO's proponents. An excerpt:

WHO OUTSIDE ZONE—EVENING HOOPERATINGS
Share of Audience—Sunday thru Saturday

	WHO	OTHER NBC STATIONS	ALL CBS STATIONS	ALL MBS-BLUE STATIONS	ALL OTHERS
6 - 7 P.M.	69.2%	*	18.1%	9.7%	3.0%
7 - 8 P.M.	75.2%	*	14.8%	6.0%	4.0%
8 - 9 P.M.	61.0%	1.3%	20.2%	9.0%	8.5%
9 - 10 P.M.	63.2%	0.8%	21.0%	8.6%	6.4%
6 - 10 P.M.	66.9%	0.6%	19.6%	8.4%	5.5%

* No listeners found in sample.

Please note that, in the above Hooperatings, WHO was not compared with any one "competitive" station. WHO was stacked up against *all other groups and combinations of stations*. The evidence is that even if you use *all* other network stations in Iowa, and omit WHO, you cannot expect to get adequate coverage—you cannot secure as much listenership as if you had used WHO *alone!*

Ask us or Free & Peters to show you the complete Report. Without it, no fully informed evaluation of the Iowa radio situation is possible.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Scope of House FCC Probe Widened

Fly Interference With War Charged; Inquiry Now in Recess

By BILL BAILEY

TWICE leaving the current topic—investigation into the sale of WFTL Miami by Ralph A. Horton to the Fort Industry Co.—the House Select Committee to Investigate the FCC last week branched out into a three-phase probe which included, besides the WFTL case, charges that Commission Chairman James Lawrence Fly "interfered" with the war's progress, and inquiry into business transactions, dating as far back as 1932, of Arde Bulova, head of the Bulova Watch Co. and owner of several stations.

Chairman Fly was summoned before the Committee Friday morning for further examination by Rep. Louis E. Miller (R-Mo.) on secret testimony given the Committee in executive session by two "high-ranking Naval officers". Accompanying the FCC chairman were Commissioners Clifford J. Durr and Norman S. Case. Also present was former Commissioner T. A. M. Craven, who had been subpenaed.

Minority Demands Action

When the Committee assembled Rep. Miller announced he had learned that "certain possible results" detrimental to the "career of a high-ranking Naval officer" might come about if he questioned Mr. Fly. "Because of the future career of the Naval officer I feel it best not to continue," he said.

Following the meeting Reps. Miller and Richard B. Wigglesworth (R-Mass.), minority members, in a public statement called for Committee action demanding that President Roosevelt lift an executive ban against Army and Navy personnel appearing before the Committee.

In a news release late Friday Mr. Fly renewed the old feud between himself and Rep. E. E. Cox (D-Ga.), the Committee's first chairman; Eugene L. Garey, former general counsel, and Committee minority members, by asserting the Miller-Wigglesworth statement "follows the same pattern of unfairness and cheap political trickery established in the Cox heyday". He referred to Rep. Miller as "the St. Louis politician" and Mr. Garey as the "sometime counsel for this Committee".

Charging that Rep. Miller "chose to run out" after calling him for investigation, Chairman Fly said, "he continues to build up a continuous record which can only result in the degradation of the great congressional power of investigation".

Chairman Lea, meantime, adjourned hearings until mid-November.

"During the recess the staff will investigate several transfers, including the Bulova stations, and when the Committee meets again we'll take up the most important ones," said Rep. Lea. When hearings into the WFTL sale opened Sept. 5 John J. Sirica, Committee general counsel, announced his staff was investigating station transfers to ascertain whether the Commission was showing favoritism and whether FCC actions were within the Communications Act of 1934, as amended.

The WFTL phase was highlighted by the appearance of Andrew W. Bennett, Washington attorney, on a stretcher. Mr. Bennett, recovering in Garfield hospital, Washington, from an operation on an infected foot, was brought to the New House Office building by ambulance.

First inkling that the Committee plans to air the Bulova radio transactions came last Thursday morning when Russell M. Arundel, Washington, who described himself as a representative of several firms, including Bulova Watch Co., was questioned by Chief Investigator Robert Barker regarding his former association with Mr. Bulova.

Chairman Fly heard himself accussed of "interfering" with the military, prior and subsequent to Pearl Harbor, when Rep. Miller read into the record parts of confidential testimony given the Committee by Rear Adm. Stanford C. Hooper, USN, retired, former Chief of Naval Communications, and another "high-ranking Naval officer" whom Rep. Miller declined to identify.

Chairman Fly branded the various charges, as read by Mr. Miller, as "utterly false". He frequently clashed with the Congressman and at one point Rep. W. G. Magnuson (D-Wash.) declared: "If this doesn't stop I'll move to adjourn."

Mr. Fly challenged the identity of the second "high-ranking Naval officer" and Rep. Miller retorted: "I can't divulge his identity, for fear he might be given detached duty or some other reprisals might be visited." He charged Chairman Fly with instigating Adm. Hooper's "detached duty".

WMCA Sale Revived

Echoes of the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network board chairman, were heard last week when Rep. Miller, during questioning of Mr. Fly, declared he would ask the Committee to subpena the income tax records of Thomas G. Corcoran, former confidant of President Roosevelt, and Charles G. Guthrie, both attorneys for Mr. Noble at the time of the sale.

The FCC chairman declared he was ready "now or any time" to go into the WMCA sale. It was a majority vote of the Committee to defer further inquiry after hearing two days' testimony from Mr. Flamm last February that led to the resignation of Eugene L. Garey,

(*Continued on page 62*)

TRANSPORTED BY AMBULANCE from Garfield Hospital, Washington, where he is recovering from an operation on his left foot, Andrew W. Bennett, Washington attorney, spent more than 3½ hours before the House Select Committee to Investigate the FCC last Tuesday, as a witness in the WFTL Miami sale by Ralph A. Horton to Fort Industry Co. Reclining on a mobile stretcher, Mr. Bennett identifies an exhibit handed him by John J. Sirica, Committee general counsel. Seated in center background is Mr. Horton.

Fly Reveals FCC to Limit Ownership of AM Stations

FCC REGULATIONS limiting the number of AM stations any one individual or corporation may own are not far distant, Chairman James Lawrence Fly disclosed last week before the House Select Committee to Investigate the FCC.

His assertion came in answer to a question by John J. Sirica, Committee general counsel, during inquiry into the sale of WFTL Miami by Ralph A. Horton to Fort Industry Co. In answer to the question: "Is there any rule or regulation of the Commission that limits the number of AM or standard stations one corporation may own?", Chairman Fly repiled in the negative, then elaborated as follows:

"The Commission has been sensitive to the problem of monopoly and overconcentration of control. I shouldn't be surprised but that at some early date there will be a limitation to the number of stations in the AM field any corporation can own.

Mr. Fly explained that the Fort Industry Co. owns seven stations and that "both big networks own that number, but most of their stations are 50,000 watts." He said Commission regulations have limited the number of FM stations to six and television outlets to five and added:

"There may be something comparable in the AM field." Pressed by Mr. Sirica as to why the FCC set a policy in the FM and television fields and didn't in standard broadcasting, the FCC chairman declared: "Because we got in the FM and television fields in the beginning."

Asked by Rep. Magnuson (D-Wash.), whether the Commission contemplates such a limiting regulation "in the near future" and whether the FCC had discussed "that subject recently", Chairman Fly asserted:

"Yes, the Commission has had some informal discussions when the issue has come up. It came up when the question of CBS divesting itself of the Charlotte station (WBT) was before the Commission. Columbia would have divested itself of the Charlotte station but would have retained a substantial interest and also a substantial interest in Lincoln (KFAB).

"We have informally discussed something applicable in the AM field, comparable to that in the FM and television fiields."

During the noon recess Mr. Fly said that while no definite policy has been reached by the Commission, there was a general feeling that AM station ownership should be limited to the "present maximum". Pressed further to explain the "present maximum", Mr. Fly said CBS owns eight stations; Fort Industry owns seven, NBC "that number" (NBC owns six stations), then commented: "I doubt whether Columbia would want to cut back."

He indicated, however, that he felt the maximum should be based on the present gross number of stations, which would be eight—owned by CBS. He declined to comment as to minority interests, other than to refer to his testimony before the Committee which gave rise to the speculation that Columbia's proposed 45% interest in KFAB Broadcasting Co. was looked upon by the Commission as too big for a minority holding.

"I wouldn't vote now," said Mr. Fly when asked by BROADCASTING for further details. "I'd have to study the situation. The Commission would hold hearings, I presume, and give it serious study before any action is taken.

Fear of Control

"Unless we place a limitation on the number of stations in the AM field, one of these days a handful of big corporations will control radio."

There was speculation that the Commission might be considering limiting the number of stations to be owned to six, in view of Mr. Fly's statement that the AM lim-

(*Continued on page 67*)

The Navy Calls It "Recognized Risk"

The Navy will take a chance on losses . . if the chance for gain is big enough. In war that seems to pay off.

But there is no need for any risk-taking in Baltimore radio time buying.

You have a safe bet . . . when you choose your station on the three-way basis so many shrewd time buyers are adopting these days. Choose your station on the combination of . . . *Coverage, Popularity, Cost-per-listener.*

This sound principle proves that W-I-T-H produces more listeners for less money than any of the four other Baltimore stations.

If you have a job to do in this, the 6th largest market of the country, when you choose radio . . . choose W-I-T-H, the successful independent station.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

FCC Hearings on Allocations Expected to Run Full Month

Appearances Filed by 60, Including 21 From Broadcast Groups; Daily Sessions Probable

WITH THE filing of appearances last week by 60 parties in all phases of radio and communications as well as a substantial number of newcomers, public hearings to run at least a month from Sept. 28 are foreseen by FCC officials in the unprecedented proceedings destined to shape the postwar allocations for all radio services.

While many of the companies did not specify time to be consumed, quick estimates were that the proceedings unquestionably would run through most of October. The hearings probably will be held from 10:30 a.m. to 5 p.m., Mondays through Fridays, with the Commission sitting en banc. Customary practice has been for a luncheon recess between 12:30 and 2.

Entire Spectrum Embraced

Of the 60 appearances, 21 are from groups or interests identified with broadcasting or in related television or FM fields. From the radio standpoint, testimony dealing with the new broadcast services will predominate. Testimony also will be adduced, however, for proposals to extend existing broadcasting band below the present 550 kc limit to provide three additional 10 kc channels (540, 530 and 520 kc).

Basic technical evidences will be by the Radio Technical Planning Board, created a year ago by industry groups in cooperation with the FCC, to devise recommended allocations looking toward postwar developments. The entire spectrum, ranging from 10 to 30,000,000 kc, will be covered. RTPB had not filed its formal appearance last Friday when BROADCASTING went to press but had received permission to submit it after the Sept. 11 deadline had expired.

The FCC is expected to issue shortly a statement on the order in which testimony will be heard from groups and the estimated time of appearances. The Commission is shooting for a Dec. 1 deadline in preparing its recommendations in compliance with the suggestion from the State Dept. that plans be whipped into final shape for forthcoming postwar international telecommunications conferences on allocations.

The Commission already has indicated the order in which services will be heard, listing the broadcast services at the top of the 17 different categories to testify. This testimony will include the reports of each of the RTPB Panel chairmen [BROADCASTING, Aug. 21]. Approximately 10,000 licensees, as well as other interested groups, are receiving notices of the proceedings.

The plan is to have the examination conducted by Charles R. Denny, FCC general counsel, and George P. Adair, chief engineer. It is presumed both technical and economic testimony will be offered by the Commission through its own witnesses.

J. Harold Ryan, NAB president, pursuant to action of his board, notified the FCC that NAB would testify on the importance of all broadcast services to the social and economic life of the nation. Witnesses will include Paul F. Peter, research director.

FM Broadcasters Inc., through Philip G. Loucks, general counsel, notified the FCC that President Walter J. Damm will testify on various aspects. His testimony will include estimated requirements for FM broadcasting on a nationwide basis and subsidiary services such as relay, pickup and studio transmitter link. Representatives of receiving set manufacturers will offer technical testimony on set design problems and their effects upon allocation. This will cover studies made jointly by GE, Stromberg-Carlson and Zenith. C. M. Jansky Jr., consulting engineer, will testify as chairman of RTPB Panel 5 on FM broadcasting.

Other broadcast groups and their witnesses include:

CBS: Paul W. Kesten, standard, FM, television, international broadcast; Frank Stanton, all aspects except international; William B. Lodge, all aspects except international; Peter C. Goldmark, television and relay systems.

Iowa Broadcasting Co., Des Moines: T. A. M. Craven, former member of the FCC, and Worthington C. Lent, consulting engineer, on allocations for FM and television.

Don Lee Network: Lewis Allen Weiss, Frank M. Kennedy and Harry R. Lubcke, on FM and television allocations and experience as licensees.

NBC, including RCA, RCA Communications and Radiomarine: all phases with Thomas E. Harris and G. B. Margraf as attorneys. Witnesses not specified.

Stromberg-Carlson (WHAM Rochester): W. F. Cotter, on standard and FM; Dr. G. R. Town, television, and Dr. R. H. Manson, RTPB and FM Broadcasters Inc.

Television Broadcasters Assn., through Allen B. DuMont and William A. Roberts.

Allen B. DuMont Labs. (WABD): Dr. T. T. Goldsmith.

Finch Telecommunications Inc., on facsimile, with the following witnesses: Paul Loyet, WHO; J. R. Poppele, W. H. Singer, WOR; G. W. Lang, WGN; R. J. Rockwell, WLW; H. K. Carpenter, WHK; H. E. Smith, WOKO; A. D. Ring, KSTP.

Balaban & Katz Television Productions, through Paul Raiborne.

WNYC New York, through M. S. Novik on allocations for facsimile use by municipal agencies and departments.

Raytheon Mfg. Co., all phases, through Joseph Pierson, former president of Press Wireless; James B. Ferguson, Percy L. Spencer, and John C. Trump.

Also in the broadcast line, the National Assn. of Educational Broadcasters, through Carl Menzer, stated it desired to be heard on further needs of education in the FM spectrum. The U. of Michigan, Interlochen, through Joseph Moddy, professor of radio and music instruction, said it desired to show the need for additional channels for educational networks and would defend the 200 kc channel for FM.

The American Vocational Assn., through William D. Boutwell, will present testimony on postwar needs of vocational education.

Other educational groups include State Dept. of Education, Baltimore, through four witnesses; National Assn. of State Universities, Columbus; National Congress of Parents & Teachers, Chicago; Dept. of Education, Columbus. The National Education Assn., writing for the Georgetown Graduate School, said it wanted to explore the possibility of a network for Jesiut colleges in the U. S. using FM. The witness will be Rev. Hunter Guthrie, dean, Georgetown Graduate School.

World Wide Broadcasting Corp., which protested failure to allocate for direct international broadcasting in the recommendations of the Interdepartment Radio Advisory Committee, at hearings last month by the State Dept., asked to be heard on that subject through Walter S. Lemmon, president; E. K. Cohan, technical director, and Mark MacAdam. On the same subject, the CIAA asked to be heard through John W. G. Ogilvie, director of the Radio Division of the Government wartime agency. OWI, through Llewellyn White, will testify on international broadcasting and worldwide distribution of news and pictures.

Associated Broadcasters Inc., licensee of KSFO and several West Coast international shortwave transmitters, also filed an appearance on international allocations to be covered by J. E. Patt, director of engineering.

Several city and state groups, as well as telephone companies and utilities, filed appearances on use of facilities for nonbroadcast services, such as police, fire and forestry protection, geophysical and emergency communications.

RCA, Press Wireless, Tropical Radio, Mackay, AT&T and Western Union asked to be heard on various communications aspects. Western Union specified it wanted to be heard on plans for an ultra-high frequency network of radio relay stations, presumably to compete with AT&T.

John V. L. Hogan, president of WQXR New York and a consulting engineer, filed an appearance for the Research Council, Academy of Motion Picture Arts & Sciences, Hollywood. Dr. A. N. Goldsmith, consulting radio engineer identified prominently with RTPB, filed a separate appearance.

Radio Manufacturers Assn. said it would send one representative, to testify on data of general interest to Association members.

Among other appearances are: American Radio Relay League, through K. B. Warner, managing secretary, on amateur requirements; D. W. Lentzel, president of Aeronautical Radio Inc., on aviation requirements, and Raymond M. Wilmotte, consulting radio engineer, on railroads and allocations for communications services.

Miscellaneous appearances included those of the American Trucking Assn., International Municipal Signal Assn., Edison Electric Institute and Edison Illuminating Co., H. G. Fisher & Co., Chicago, on shortwave diathermy; Assn. of Taxicab Owners, on use of two-way shortwave communication for taxicab control; American Surgical Trade Assn., Chicago; Parker Bros. & Co., Houston, tugboat owners, XELO Chihuahua, Mexico, which desired to send a representative to observe the proceedings.

RTPB NAMES BAKER FOR ANOTHER YEAR

W. R. G. BAKER, vice-president of General Electric Co., was reelected chairman of the Radio Technical Planning Board for another year, as were all other officers of the organization, at a meeting held last Thursday at the Hotel Biltmore, New York. Meeting, attended by about 35 members, also discussed plans for the presentation of the findings and recommendations of various Panels to the FCC during the allocation hearings to start in Washington on Sept. 28.

Reelected officers, in addition to Dr. Baker, are: Dr. Alfred N. Goldsmith, consulting radio engineer, vice-chairman; Bond Geddes, executive vice-president, Radio Manufacturers Assn; treasurer, L. C. F. Horle (consulting engineer), coordinator; W. B. Cowilich, assistant secretary, Institute of Radio Engineers, secretary, Mrs. Martha McKinzie, General Electric Co., assistant secretary.

Question of RTPB's continuance following the completion of the FCC hearings was discussed, with a general agreement that even after allocations have been made there will still be a lot of work needed by some if not all RTPB panels, particularly those dealing with problems of services operating in the higher radio frequencies which have not as yet been fully explored, and so the RTPB should continue to function during the immediate future at least.

Now Col. Marcy

LT. COL. ALFRED R. MARCY, former chief engineer at WFBL Syracuse, now stationed in Hawaii, has been promoted to Colonel. He was the first member of the WFBL staff to enter the service.

Breakdown of 880 kc Clear Channel Is Proposed in KGA-Wasmer Petition

BREAKDOWN of the 880 kc clear channel is proposed in a petition and accompanying application filed with the FCC last week by Maj. Louis Wasmer, operator of KHQ and KGA Spokane, in which modification of Sec. 3.25 (a) of the Commission's Rules and Regulations is requested to permit simultaneous nighttime operation by KGA with WABC, CBS key station in New York.

Application also seeks to increase the power of KGA to 50,000 w, but would operate with its present 10,000 w equipment "for the duration". KGA is now assigned to 1510 kc with a directional antenna. Maj. Wasmer is now on active duty in Washington with Army Air Forces in communications.

No Effect on WABC

In view of the fact that the "applicant has been informed, and upon such information alleges that the ultimate use of this amount of power upon the frequency 880 kc, may be authorized at the location proposed, or some other suitable site to be selected, petitioner believes that the operation of KGA at its present location and with the present equipment and power . . . will not in any respect adversely affect the service" of WABC. Engineering data is offered to substantiate the KGA case for 10 kw and also at the increased power.

It is also pointed out that under the "duopoly" ruling of Sec. 3.35, the applicant is faced with the necessity of disposing of one of his two stations. License renewal hearings for the two outlets are scheduled for Oct. 10. KHQ is an NBC outlet, while KGA is on the Blue.

The modification, to make possible the proposed operation of KGA, involves shifting of the frequency 880 kc from part (a) of Sec. 3.25 to part (b). Those channels listed in part (a) provide for class I stations, and also "one or more" class II stations operating limited time or daytime only. Part (b) includes both class I and II stations.

DON DUNPHY and Bill Slater will do play-by-play and Bill Corum the color on 1944 World Series on MBS beginning Oct. 4, sponsored by Gillette Safety Razor Corp., Boston.

here comes

"THE BIGGEST SHOW IN TOWN!"

Radio's greatest promotion "goes all out" Sept. 17!

Building audience for the strongest line-up of network radio ever offered, the stations of the Columbia Broadcasting System are firing today the opening guns of the strongest campaign of program promotion ever undertaken.

Powerful and novel use of radio itself, as well as of newspapers, of posters and cards and collateral media, combine to present to the American public the most attractive and pressing invitation to *headline* entertainment ever offered. The CBS night-time line-up is indeed "The Biggest Show in Town" throughout the United States —and this campaign presents it proudly—urging early and constant listening purely on the merits of its superb entertainment.

The following pages give you a glimpse of the skilfully planned "arms" of the campaign for—

"The Biggest Show in Town!"

THE BIGGEST SHOW IN TOWN

on the air...

1. Live Announcements — in which CBS stations remind their audiences constantly of new and pleasant listening "coming right up"—at a conservative average rate of 1400 a day.

2. Star Recordings by CBS Evening Headliners — The audience of each CBS station hears the actual voices of the stars in informal teaser-invitations to listen to their next regular programs.

KATE SMITH

GEORGE BURNS AND GRACIE ALLEN

GARRY MOORE AND JIMMY DURANTE

FANNY BRICE

3. SPECIAL RADIO "GUEST CRITICS" — **The big-timers —Fred Allen, Kate Smith and Ted Collins, Fanny Brice, Jimmy Durante and Garry Moore, George Burns and Gracie Allen, and others, take turns (in a surprise series of special daily recordings) in telling the audience frankly *not* about their own programs—but *about their friendly rivals on the CBS "Biggest Show in Town."***

—in hundreds of Great Newspapers throughout th

DAILY NEWS
FINAL
$1,000,000 Worth of Radio Stars!*
Tonight!
THE BIGGEST SHOW IN TOWN
Stay tuned to WABC for NEWS, including the all-
Tune them all in on... WABC 880 on your dial
$1,000,000 Worth of Radio Stars!*
* This month alone, CBS Network programs bring you more than $1,000,000 worth of all-star radio talent. Tune in these headliners tonight on this station!
NEXT TOWN
Tonight!
Stay tuned to WABC for NEWS, including the all-star global
$1,000,000 W
Tune them all in on
WABC
880 on your dial

th[illegible]S., CBS stations present

Big 1000-line and 1200-line advertisements to proclaim the best-of-listening for every evening of the week—in over 200 cities and towns throughout the nation—bought and paid for jointly by CBS stations and the Network.

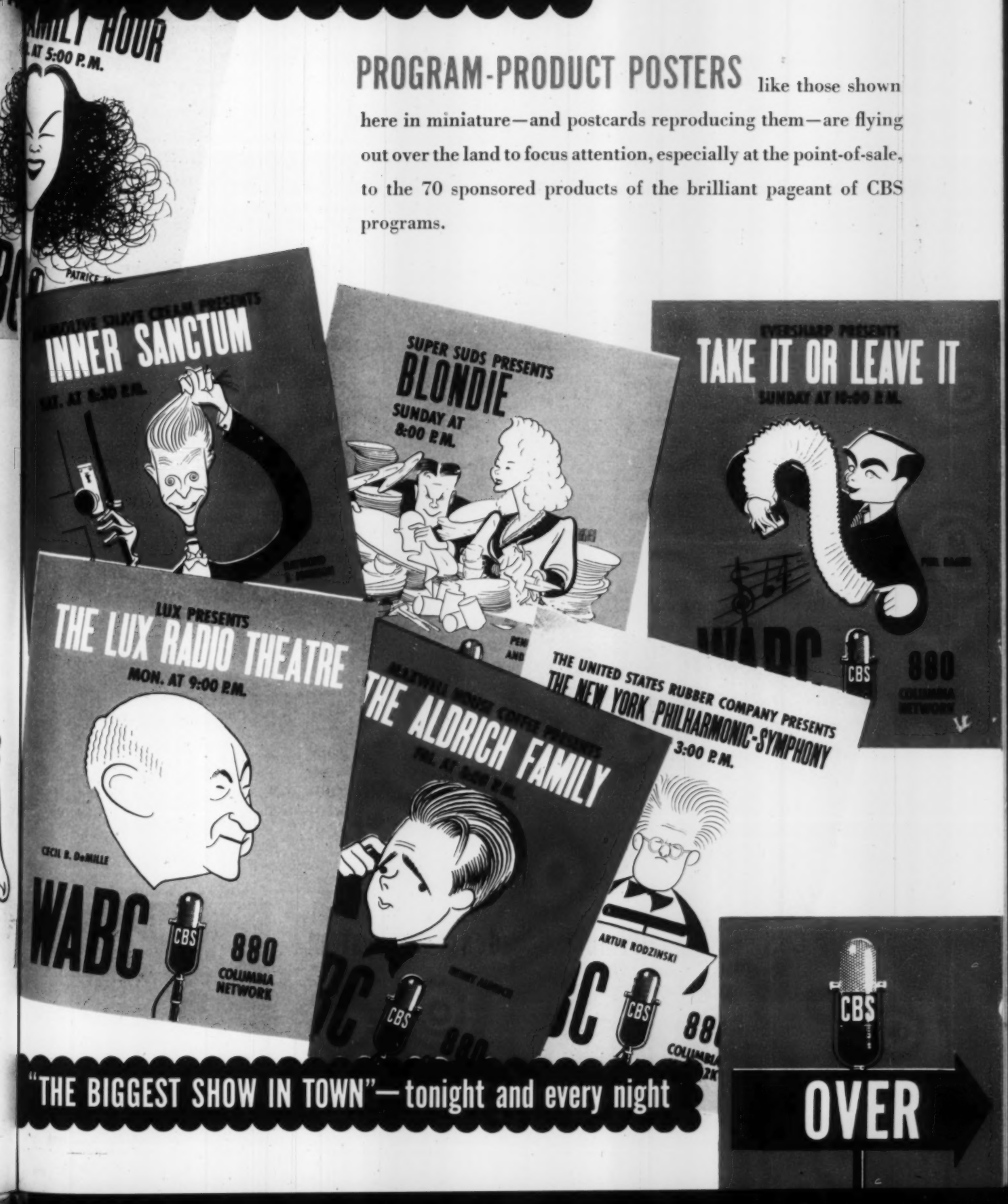
The amazing illustrations are from the pen of the dean of American theatrical illustrators—Al Hirschfeld of *The New York Times*. Composed in the true spirit of big-time entertainment, the advertising sharks tell us that these advertisements will reach new highs in readership. Certainly they'll make "listenership!"

Tonight! THE BIGGEST SHOW IN TOWN
$1,000,000 Worth of Radio Stars!*
Tune them all in on
WABC
880
on your dial
*This month alone, CBS Network programs bring you more than $1,000,000 worth of all-star radio talent. Tune in these headliners tonight on this station!
$1,000,000 W
of Radio Stars
Stay tuned to WABC for NEWS, including the all-star global news-reporting staff of CBS WORLD NEWS
Stay tuned to WABC for NEWS, including the all-star global news-report
CBS
PLUS

– and throughout the stations and
THE FRANK SINATRA SHOW
THE TEXACO DEALERS PRESENT
THE TEXACO STAR THEATRE
SUNDAY AT
9:30 P.M.
GEORGE BURNS AND GRACIE ALLEN
POST'S RAISIN BRAN PRESENTS
ADVENTURES OF THE THIN MAN
FRI. AT 8:30 P.M.
CLAUDIA MORGAN
AND DAVID GOTHARD
BABY SNOOKS
VOX POP
KATE SMITH
CAMELS PRESENT
THE MOORE — DURANTE SHOW
FRI. AT 10:00 P.M.
GARRY MOORE
AND JIMMY DURANTE
WABC
CBS
880
COLUMBIA
NETWORK
26 IN.

etail stores of 141 trading centers

PROGRAM-PRODUCT POSTERS like those shown here in miniature—and postcards reproducing them—are flying out over the land to focus attention, especially at the point-of-sale, to the 70 sponsored products of the brilliant pageant of CBS programs.

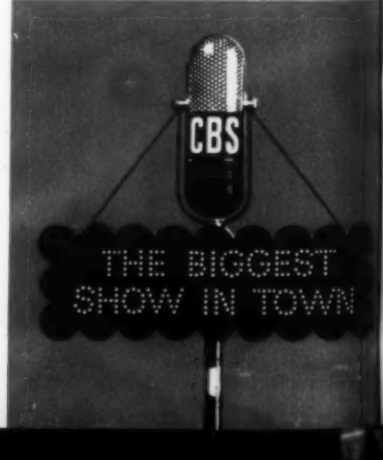


"THE BIGGEST SHOW IN TOWN"—tonight and every night

These stations of the CBS Network

Akron ..... WADC	Dayton ..... WHIO	Lincoln ..... KFAB	St. Louis ..... KMOX
Albany, Ga. ..... WGPC	Decatur ..... WSOY	Little Rock ..... KLRA	Salt Lake City ..... KSL
Albany, N.Y. ..... WOKO	Denver ..... KLZ	Los Angeles ..... KNX	San Antonio ..... KTSA
Albuquerque ..... KGGM	Des Moines ..... KRNT	Louisville ..... WHAS	San Francisco ..... KQW
Anderson ..... WAIM	Detroit ..... WJR	Macon ..... WMAZ	Santa Fe ..... KVSF
Asheville ..... WWNC	Du Bois ..... WCED	Mason City ..... KGLO	Sarasota ..... WSPB
Athens ..... WGAU	Duluth ..... KDAL	Memphis ..... WREC	Savannah ..... WTOC
Atlanta ..... WGST	Durham ..... WDNC	Meridian ..... WCOC	Scranton ..... WGBI
Atlantic City ..... WBAB	El Paso ..... KROD	Miami ..... WQAM	Seattle ..... KIRO
Augusta ..... WRDW	Erie ..... WERC	Milwaukee ..... WISN	Shreveport ..... KWKH
Austin ..... KTBC	Evansville ..... WEOA	Minneapolis-St. Paul ... WCCO	Sioux City-Yankton ... WNAX
Baltimore ..... WCAO	Fairmont ..... WMMN	Missoula ..... KGVO	South Bend ..... WSBT
Bangor ..... WABI	Fort Myers ..... WINK	Montgomery ..... WCOV	Spartanburg ..... WSPA
Beckley ..... WJLS	Frederick ..... WFMD	Muncie ..... WLBC	Spokane ..... KFPY
Binghamton ..... WNBF	Fresno ..... KARM	Nashville ..... WLAC	Springfield, Ill. ..... WTAX
Birmingham ..... WAPI	Gloversville ..... WENT	New Orleans ..... WWL	Springfield, Mass. ..... WMAS
Bisbee ..... KSUN	Grand Forks ..... KILO	New York ..... WABC	Springfield, Mo. ..... KTTS
Boston ..... WEEI	Great Falls ..... KFBB	Oklahoma City ..... KOMA	Stockton ..... KGDM
Buffalo ..... WKBW	Green Bay ..... WTAQ	Omaha ..... KOIL	Syracuse ..... WFBL
Burlington ..... WCAX	Greensboro ..... WBIG	Orlando ..... WDBO	Tampa ..... WDAE
Cedar Rapids ..... WMT	Harlingen ..... KGBS	Paducah ..... WPAD	Topeka ..... WIBW
Champaign ..... WDWS	Harrisburg ..... WHP	Parkersburg ..... WPAR	Tucson ..... KTUC
Charleston, S. C. ..... WCSC	Hartford ..... WDRC	Peoria ..... WMBD	Tulsa ..... KTUL
Charleston, W. Va. ..... WCHS	Hopkinsville ..... WHOP	Philadelphia ..... WCAU	Uniontown ..... WMBS
Charlotte ..... WBT	Houston ..... KTRH	Phoenix ..... KOY	Utica ..... WIBX
Chattanooga ..... WDOD	Indianapolis ..... WFBM	Pittsburgh ..... WJAS	Washington ..... WTOP
Chicago ..... WBBM	Ithaca ..... WHCU	Portland, Me. ..... WGAN	Waterbury ..... WBRY
Cincinnati ..... WCKY	Jacksonville ..... WMBR	Portland, Ore. ..... KOIN	Watertown ..... WWNY
Cleveland ..... WGAR	Jamestown ..... KSJB	Providence ..... WPRO	Wausau ..... WSAU
Colorado Springs ..... KVOR	Kalamazoo-Grand Rapids ..... WKZO	Quincy ..... WTAD	West Palm Beach ..... WJNO
Columbus, Ga. ..... WRBL	Kansas City ..... KMBC	Richmond ..... WRVA	Wheeling ..... WKWK
Columbus, Ohio ..... WBNS	Keene ..... WKNE	Roanoke ..... WDBJ	Wichita ..... KFH
Cookeville ..... WHUB	Knoxville ..... WNOX	Rochester ..... WHEC	Wichita Falls ..... KWFT
Corpus Christi ..... KEYS	Kokomo ..... WKMO	Sacramento ..... KROY	Worcester ..... WTAG
Dallas ..... KRLD	Lawrence ..... WLAW	St. Augustine ..... WFOY	Youngstown ..... WKBN
Danville ..... WDAN			

This is CBS...the Columbia Broadcasting System



Campaigns for Cold Weather Remedies Planned as Autumn Season Approaches

MOST RADIO campaigns for medicines to fortify against cold weather are now under way, with a few starting in early October.

Smith Bros., Poughkeepsie, N. Y., in a 26-week campaign for cough drops, starting about Sept. 18 will use one-minute live and transcribed spot and chain break announcements on some 100 stations in the Smith Bros. markets throughout the country. Agency is J. D. Tarcher & Co., New York.

Pierces' Proprietaries, Buffalo, in a 38-week campagin that started Sept. 5, is using five minute and quarter-hour news programs and one-minute transcribed spot announcements on some 120 stations at the rate of approximately six announcements per week for Dr. Pierces' Favorite Prescription, Vitamins, Pellets and Golden Medical Discovery. Agency is Duane Jones Co., New York.

Grove Active

Grove Labs., St. Louis, which has already started some radio promotion of 4-Way Cold Tablets, begins its major efforts early in October, using five, ten and quarter-hour news and musical programs on about 100 stations. One-minute live and transcribed spot and chain-break announcements at varying intervals will also be used. Tablets are advertised on the Leland Stowe program, Sunday 1:55-2 p.m. on the Blue network. Agency is Donahue & Coe, New York. Product will also be promoted on a new program, *Lanny and Ginger*, starting Oct. 2, Monday, Wednesday and Friday, 11:55-12 noon, on MBS. Agency on latter show is Russel M. Seeds Co., Chicago.

Ludens Inc., Reading, Pa., around Sept. 1 for 26 weeks, started about four transcribed announcements weekly on 140 stations for cough drops. Agency is J. M. Mathes Inc., New York.

Musterole Co., Cleveland (Musterole); Seeck & Kade, New York (Pertussin) and Olive Tablet Co., Columbus (Dr. Edward's Olive Tablets), all handled by Erwin, Wasey & Co., New York, in addition to using transcribed chain break and one-minute spot announcements at varying frequencies on a number of stations in their respective markets throughout the country, are also using, or planning, news and five- and ten-minute programs.

Vick Chemical Co., New York, two weeks ago began its fall and winter drive for VapoRub, Va-tro-nol, Nose and Throat Drops, Cough Drops and Vicks Inhaler. Transcribed and live spot and chain break announcements, five- and ten-minute and quarter-hour news and programs are being used on an undetermined number of stations. Vicks maintained a spot schedule throughout the summer, dividing promotion equally between cold products and Vitamin Plus. Approximately the same schedule is now being used to promote the Vick cold products Vapo-Rub and Va-tro-nol will be advertised on programs while cough drops and the inhalor are being promoted with chain break and spot announcements. All Vick products are being advertised on the CBS program, *Dangerously Yours*, Sunday, 2-2:30 p.m. Agency is Morse International, New York.

Pinex on 100

PINEX Co., Fort Wayne, Ind. (Pinex cough remedy), will begin sponsorship, Oct. 9, of one-minute announcements, quarter-hour programs and chain breaks on approximately 100 stations for 22 weeks. Agency is Russel M. Seeds Co., Chicago.

Local Pegler Spots

KING FEATURES Syndicate, New York, in releasing promotion material on its new columnist, Westbrook Pegler, suggested to 147 newspaper subscribers the use of local spot announcements to promote the column, which made its first appearance for King Features last Monday. In New York, the *New York Journal American* last week sponsored six chain-break announcements for a three-day period on each of the following—WEAF WJZ WOR. Placed direct.

New Pearson Office

OPENING of Kansas City offices by John E. Pearson Co., station representatives, effective Oct. 2, was announced last week by John E. Pearson, owner. Owen H. Balch, formerly general manager of KSAL Salina, Kan., will manage the new offices.

WEST COAST HOOPER SHOWS SUMMER DIP

C. E. HOOPER Inc., New York, in a report on the Pacific network Hooper ratings for July-August, shows *Can You Top This* heading the list of "Top Ten" programs, followed by *Mr. District Attorney*, in second place, and *Crime Doctor*, third. The list continues with *Ellery Queen*, fourth, followed respectively by *Take It or Leave It*, Phil Harris, *Thanks to Yanks*, *Mr. & Mrs. North*, *Your Hit Parade*, and *Manhattan Merry-Go-Round*.

There is a drop in rating from the last report, and the report of a year ago in average audience, sets-in-use, and available audience. Evening listening shows a greater decrease than daytime listening.

For the evening, the audience rating is 6.4, down 0.7 from last report, down 1.0 from a year ago; sets-in-use rating is 25.9, down 2.8 from last report, down 0.9 from a year ago; and available audience is 72.3, down 0.8 from last report, down 1.6 from a year ago.

The daytime ratings are as follows: Audience, 3.6, down 0.1 from last report, down 0.6 from a year ago; sets-in-use, 13.1, down 0.8 from last report, down 1.1 from a year ago; available audience, 65.3, down 0.6 from last report, down 2.1 from a year ago.

Consolidated Adds

CONSOLIDATED PRODUCTS Co., Danville, Ill. has announced the addition of four stations to its advertising schedule for promoting sales of Semi-Solid Buttermilk Emulsions. The four new stations are WCCO Minneapolis, KFEQ St. Joseph, KFAB Lincoln, and KPAS Pasadena. Agency is Bert S. Gittins Adv., Milwaukee.

IT DIDN'T HAPPEN IN CHICAGO

Failure of Ryan and Damm to Discuss Merger Charged to Conference Distraction

WHO STOOD up whom apparently was the post-NAB Executives War Conference question on discussions looking toward a possible fusion of FM Broadcasters Inc., with the NAB.

In a letter to BROADCASTING on Sept. 7, Walter J. Damm, president of FMBI and directing head of the *Milwaukee Journal* stations, explained that he had made an engagement with J. Harold Ryan, NAB president, to discuss the matter of "cooperation" between the two trade associations but that Mr. Ryan had failed to appear. His letter to the editor stated:

"In accordance with the resolution of the Board of Directors of FMBI, adopted at its meeting in Chicago, Ill., on Aug. 28, 1944, accepting the NAB's invitation to confer on cooperation between the NAB and FMBI, I arranged with Mr. Ryan that afternoon to meet with him at 5 p.m. on Wednesday, Aug. 30, in my suite at the Ambassador Hotel. I was in my rooms, or within telephone reach in the hotel, from 7:30 p.m. Tuesday until 3 p.m. Thursday. Mr. Ryan did not keep the appointment, nor was any message received cancelling or postponing it."

Call Not Returned

When queried last Tuesday, Mr. Ryan asserted that he had made an engagement with Mr. Damm but that he could not recall whether it was for Wednesday or Thursday of the War Conference week. He said he had attempted to contact Mr. Damm on Wednesday and had left his name but that the call was not returned. Then, in the helter-skelter of War Conference activity, he had no occasion to check again until Thursday afternoon, only to find Mr. Damm had checked out.

Upon his return to Washington Sept. 7, Mr. Ryan declared he wrote Mr. Damm in detail asserting he did not know who stood up whom on the engagement and that if he had been at fault, he desired to apologize. He set forth in his letter the proposal that the respective spheres of activity of the two trade groups be explored and pointed out that as long as FMBI had a promotional or propaganda aspect, some barrier would be set up toward a total fusion. Mr. Ryan explained that the NAB was equipped to handle overall industry problems and that NAB and FMBI in effect represented two methods of doing the same thing. It was evident, Mr. Ryan stated last Thursday he had talked with Mr. Damm and had arranged to confer with him in Washington during the allocation hearings before the FCC, which begin Sept. 28.

Still Resting From Conference?

HEXED BY HIX! C. E. (Bee) Arney Jr., NAB secretary-treasurer, (reclining) got his inspiration at the NAB Executives War Conference from Sid Hix, cartoonist for BROADCASTING, who portrayed the NAB executive asleep on a park bench because the Palmer House had no rooms left [see page 202, BROADCASTING, Aug. 28]. Finger pointers are (l to r): Leslie C. Johnson, general manager of WHBF Rock Island, Ill., and Al Harrison, radio sales manager, United Press Assns., New York. Reporters have it Arney liked the idea so well he has moved a settee into his office to "catch up" on his rest, after War Conference.

Straus Advocates Congress on Radio

Says WMCA Plans Coverage As Soon as Made Available

PLANS of WMCA New York to broadcast sessions of Congress as soon as they are made available were disclosed last week in a letter written by Nathan Straus, president of WMCA, to Sen. Claude Pepper (D-Fla.), supporting his resolution to air Congressional proceedings. Copies of the letter, which revealed that Mr. Straus has tried without success to get permission to broadcast Congressional debates since his purchase of WMCA last November, were sent to the NAB and to station owners throughout the country in an attempt to poll industry opinion on the subject.

Informal station reaction has been against the Pepper plan. Moreover, Speaker Sam Rayburn of the House stated following introduction of the Pepper resolution that he was unalterably opposed to it and that he doubted whether it would get anywhere. Another legislator told BROADCASTING that if members of Congress wanted to try out the broadcast plan, they should air a typical day's activity in the office of each Congressman. He predicted that not a single legislator would be returned to office at the next election.

Letter Hits Incompleteness

Objection that the installation of radio equipment in Congress would violate privacy could be overcome by the installation of a switch at each seat so a member could disconnect the microphone when he rose to speak, the letter explains. The claim that "as it would be impossible to broadcast all congressional debate, the incompleteness of what the radio audience would hear might convey a false or misleading impression", the letter continued, "seems to have little validity. If it were sound it would apply with equal force to the printing in the daily papers of quotations or parts of speeches of members of Congress."

Mr. Straus stated further: "There is no justification for excluding from the radio arguments on which legislators base their decisions. To assert the contrary is to give enemies of the democratic process the opportunity to say that there is something to conceal. Radio can perform no greater service than to bring the deliberations of those who make our laws and guide our national destiny, into every American home."

Big Nyal List

NYAL PRODUCTS Co., Windsor, Ont. (drug products), has started spot announcement campaign on a large number of Canadian stations, and weekly quiz show on CFRB Toronto. Account was placed by A. J. Denne Co., Toronto.

British Advertisers Disclose Desire To Employ Radio on Commercial Basis

NATIONAL advertisers in Great Britain are deeply interested in use of radio on a commercial basis, according to a census taken by the Incorporated Society of British Manufacturers.

In sending a questionnaire to 450 national advertisers, the society found that 103 of the 205 replying firms expressed readiness to regard themselves as potential users of commercial radio after the war. Of the remaining 102, 63 were in categories which could not be expected to use commercial radio.

The bulk of pre-war radio users deemed their participation again as likely and showed preference for a British operated station, though not by a large margin. Before the war a number of European stations with strong signals carried commercial programs which reached the British audience.

Of 125 non-users of radio, 40 replied that they would use commercial radio, 67 that they would not. Among these non-users, 64 said they would favor opening one or more BBC stations for commercial sessions, with 45 replying in the negative. Asked if they would use a British commercial station, 40 of the non-users said yes and 61 said no.

Asked if they had any "rooted objections" to radio advertising, 5 of the pre-war users said yes, 68 no; 21 of non-users said yes, 80 said no.

* * *

Era of Salesmanship

POST-WAR growth will require international perspective, with an age of salesmanship heavily based on radio as a main factor, according to an article by Howard Thomas in the *London Star*. The writer points out that America, with its bolder and more expensive radio policy, has led the world in radio service. Therefore, he writes, radio must convey the prestige of Britain, the merits of British goods to the rest of the world.

Diamond Co. Spots

KING CUT DIAMOND Co., New York, has appointed Hirshon-Garfield, New York, to handle advertising. In line with an apparent trend within the diamond industry towards use of radio, King Cut is planning a spot radio campaign this year, using transcribed 30-second discs on an undetermined number of stations national, and may use network radio in 1945. A recent member of the same industry to enter the radio field, Louis Roselaar & Co., New York, diamond dealers, last August, made available transcribed and live spots and quarter-hour musical programs for placement locally by jewelers.

NAB-Net Conference

A MEETING to plan for a projected radio education conference, sponsored by the NAB and the four networks, was held Sept. 14 at New York U. with Robert MacDougall, regional director, as chairman. Cooperation of 60 stations in the northeast has been secured through the NAB's listener activities division. Conference is to be held sometime in December to discuss radio as an educational medium.

WAVE Recruiting Series Adds 12 New Programs

NAVY program *Something for the Girls*, a WAVE recruiting campaign, will be extended to include 12 more shows, following arrangements on the Coast. Recording for a series of 14 has been completed. Shows are recorded either as broadcast, as portions of the actual broadcast with the rest of the program rewritten and narrated for the discs, or they are programs made especially for the series

Programs being cut in New York for the latest series are: *Hour of Charm*, *Stage Door Canteen*, Andre Kostelanetz and Lily Pons, Sammy Kaye, U. S. S. Hunter (a special show from a WAVE training center), Allan Jones and Woody Herman. Tentative shows from the West Coast are: Bergen & McCarthy, Ginny Simms, Burns & Allen, Kay Kyser, Bing Crosby, Johnny Mercer.

THE KATZ AGENCY has been appointed representative of WHOM Jersey City, effective immediately. Station previously had no national representative.

OWI PACKET, WEEK OCT. 9

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 9. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Fuel Conservation	X	--	--	--	--	--	--
Christmas Mail	X	--	--	--	--	--	--
National War Fund	X	X	X	X	X	--	--
Paper Conservation	--	X	X	X	X	--	--
Careless Talk	--	--	X	--	X	--	--
Don't Travel	--	--	--	--	--	X	X

See OWI Schedule of War Messages 129 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Free Time Offered Dewey on WOSH

Candidate Given 37 Minutes For Answer to Roosevelt

FOLLOWING his letter of Sept. 7 to Stephen T. Early, secretary to President Roosevelt [BROADCASTING, Sept. 11], announcing that his station would carry no more sustaining broadcasts of the President until after the November election, Myles H. Johns, president of WOSH Oshkosh, Wis., wrote Gov. Thomas E. Dewey, Republican candidate for President, offering him 37 minutes free time "to be used at any time between now and the first week in November, at your convenience".

Mr. Johns informed Gov. Dewey that under Secs. 3.421, 3.423 and 3.424 of FCC Rules & Regulations for Broadcast Services, the station felt bound to give the Republican candidate equal time to answer President Roosevelt's address from Bremerton, Wash., which the station construed as a political talk.

"This offer is being made not because of any political beliefs or inclinations on my part, but rather to promote fairness and to comply with the FCC Rules & Regulations," Mr. Johns wrote Gov. Dewey. The station president sent copies of his letters to Mr. Early and Gov. Dewey to T. J. Slowie, FCC secretary, advising the Commission: "This action has been taken not to raise any political issue, but rather to be sure that at no time will there be any question of my willingness to adhere to the FCC's Regulations and Practices."

A White House spokesman said the letter to Mr. Early had been referred to the Democratic National Committee, since the Committee would be paying for all of the President's time between now and November. The Bremerton speech was not construed, however, as political, but rather as a report of the President to the people on his trip to Hawaii and Alaskan waters.

WRGB Video Test

WRGB Schenectady, the GE television station there, will promote five different products on Sept. 29 as a test demonstration of how department stores can utilize television on either a coaxial cable internal system or for general advertising on a regular telecast station. Representatives from approximately 25 leading department stores will be guests of GE. Arranged in cooperation with the Associated Merchandising Corp., program will include commercials by Carters Underwear, Textron (new synthetic fabric), Elizabeth Arden's cosmetics; McCall's patterns and fashions; and the U. S. Time Corp., makers of Ingersoll watches. Cooperating with the station in program preparation are: Ted Long and Jo Lyons, of BBDO, who are working on the Carter spot; Jean Kuhne of J. Walter Thompson, Textron agency; A. M. Behrens and Mrs. A. Winslow of Elizabeth Arden; S. Cunningham and W. J. Boyle of McCall's; and Edith Dunn of U. S. Time Corp.

For Outstanding Audience Promotion on

BLUE NETWORK PROGRAMS

. . . so reads the citation which was awarded to WFIL, by The Blue Network, as a result of a recent poll among Advertising Agency Account Executives.

Through the individual stations which comprise it, The Blue Network fulfills its obligations of service to the public and to the advertiser. The network and the stations fine work in acquainting the public with the programs broadcast over their facilities has merited the accolade of all advertisers. While all the stations on The Blue Network have done a magnificent job in the promotion of programs, WFIL is justifiably proud that its work has been cited outstanding.

We feel grateful to The Blue Network and to the advertising agencies using The Blue Network for their clients . . . for singling out WFIL for doing a job which we have always felt our duty to perform without any special recognition.

WFIL
560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

TO
ADVERTISERS
WHO
ARE
LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS
COLUMBIA
SOUTH CAROLINA
5000 WATTS • 560 KC

FREE & PETERS, Inc., National Representatives

STORER LETTER TO CHAIRMAN LEA

TEXT of the letter from George B. Storer, president of Fort Industry Co., to Chairman Lea of the House FCC investigating committee, dated Sept. 11, follows:

Dear Mr. Lea:

In order that the record before your Committee might be full and complete and the position of the Fort Industry Co. made perfectly clear, I should like to submit the following comments in connection with testimony heretofore taken before your Committee involving the acquisition by my company of Station WFTL Ft. Lauderdale, Fla.

Was The Price Paid For WFTL Unfairly Low?

The purchase price we offered Mr. Horton was $275,000. He accepted the offer six or seven days before he talked to Mr. Fly in Atlanta. One year and five months have passed, and Mr. Horton is still apparently satisfied with the deal. If he feels that he has been unfairly treated in any way, he should so advise us and we shall be glad to consider any reasonable request. Up to the time of this hearing, we had not been advised of any dissatisfaction with the deal by Mr. Horton but, quite to the contrary, we had been informed that Mr. Horton was most happy to have been relieved of the responsibility in the operation of WFTL, which was verified by his testimony in the present hearing.

The price we offered Mr. Horton, according to his own statement, represented a profit of $25,000, or better than 10% of his investment. At the time we made this offer, WFTL had been operating on 10,000 watts only two weeks. I think $25,000 profit on such a new enterprise is pretty fair.

If the Committee wishes to compare the fairness of our offer with others, suppose they take the case of the deal with Mr. Carl T. Hoffman and Mr. Stephen A. Vetter. Mr. Hoffman was to advance Mr. Horton $50,000 for which he was to obtain an ownership of 34%. This was on Dec. 30, 1942, after 10,000 watts had been authorized for WFTL. According to this, the station on that date was worth $150,000. Three and one-half months later, we offered $275,000, or $125,000 more than Hoffman did. Does this look like we were trying to cheat Mr. Horton?

The price we paid was actually above the market value of similar stations which changed hands at or near the same time. Only a few weeks after our purchase of WFTL, or on June 1, 1943, WDSU New Orleans was sold for $200,000. This is $75,000 less than we paid for WFTL in spite of the fact that New Orleans is a city of 500,000 population as contrasted with Miami with a population of 230,000, and WDSU has a substantially more lucrative network contract, being on the Blue Network.

Upon seeing Mr. Horton here in Washington at this hearing for the first time since the evening of April 6, 1943, I could not help but be impressed with his very apparent prosperous and healthy appearance as contrasted with his harassed and gaunt condition before we purchased WFTL. [Mr. Sirica has endeavored to convey the idea that WFTL was stolen from its poor defenseless former owner instead of having been purchased for more than $275,000 in cash. I wonder if the next investigation of this purchase will possibly be to determine whether we paid more than it was worth and hence were trafficking in wavelengths.] (Deleted from record on objection by Mr. Sirica.)

Was Mr. Horton Deceived on the Validity of the Hoffman-Vetter Contract?

Mr. Horton testified that both Mr. Bennett and myself informed him that in our opinion the contract between Mr. Horton, Mr. Hoffman and Mr. Vetter, dated Dec. 30, 1942, violated the Communications Act of 1934, as well as the Rules and Regulations of the FCC.

What Mr. Sirica has failed to bring out is that my opinion was formed and held in good faith at that time. So far as I am personally concerned, I still believe that the contract in question violated the Act and the Regulations. I, therefore, did not deceive Mr. Horton when I told him that was my opinion.

Did I Use a Priority on the Phone Call of April 6, 1943?

The photostatic records of the telephone company, in the possession of the Select Committee, conclusively show that the call of April 6, 1943, to Mr. Fly was *not* a priority call. A photostat of this record is also in my possession.

Any imputation in the press or in the record of this hearing to the contrary is entirely false and completely baseless.

Did We "Break" the Horton-Vetter-Hoffman Contract?

Mr. Sirica has repeatedly referred to our "breaking" the Hoffman-Vetter contract. Actually no such thing occurred. Carl Hoffman loaned Mr. Horton $30,000 and sold him equipment he valued at $15,000, or a total of $45,000. Less than six months later, Mr. Hoffman voluntarily surrendered his rights under the contract for $55,000. He made a profit of $10,000. I wouldn't call that "breaking" Mr. Hoffman's contract.

With respect to Mr. Vetter, the contract of December 1942 was an employment contract, and a bonus contract to reward him with a 10% interest in the station if he did a certain gross business.

In fact, we tried at intervals, from April 1943 to January 1944, to "take care of Mr. Vetter", as Mr. Horton says I agreed to do. But Mr. Vetter's demands were so exorbitant that we were unable to agree. However, on Jan. 12, 1944, we did come to an agreement with Mr. Vetter—to employ him for five years on exactly the same terms as had Mr. Horton, and to give him the exact money equivalent of a 10% ownership in the station. I wouldn't call that "breaking" Mr. Vetter's contract.

As a matter of fact, we agreed to pay Mr. Vetter $16,700 over and above what Mr. Horton agreed to pay.

My conscience is entirely clear of any misdeeds in this matter, and I would welcome a full and impartial investigation by Mr. Sirica or anyone else.

We would greatly appreciate the incorporation of this letter in the record.

New Advertisers Start Commercial Video Shows

FASHION FROCKS Inc., Cincinnati, last week presented its first television program on WABD New York, the DuMont station. Powers models displayed 15 dresses, with Helen Lewis as announcer. RKO Television Corp., New York, produced the program for Keelor & Stites Co., Cincinnati, with Thomas Hutchinson, producer and William Saulter, designer.

Another advertiser experimenting with television on WABD is Felix Tausend & Sons, New York, manufacturers of Cel-O-sheen Tablecloths. Tausend, Oct. 8, will present The Savoy Opera Guild in Gilbert and Sullivan's "Trial by Jury." The "commercial" will show glass, china and silverware from Black Star & Gorham, New York, displayed on Cel-O-sheen tablecloths. Program will be produced and directed by Norman D. Waters & Associates, New York, assisted by the Television Workshop.

Vogue Foundation Plans

VOGUE FOUNDATIONS Inc., Newark, is launching a spot radio campaign on five or six eastern and midwest stations, using women's participation programs from three to five times weekly. Drive started Sept. 14 on WMAL Washington, and was to begin Sept. 18 on WCAU Philadelphia, WNAC Boston and WTAM Cleveland, with plans to extend to Chicago and Buffalo if time availabilities can be secured. Commercial copy, prepared in informal conversational style, aims to build up "Vogue Foundations" as a brand name. With only limited stocks of corsets and brassieres available, product promotion is limited to general descriptions, with no mention of price. Listeners are offered tips on what to look for in purchasing foundations. Agency is Williams Adv., New York.

Denver Delivers

Five and a Half Tons of Spending Money Daily

• Denver's biggest money-making concern, the United States mint, broke all previous records in coin production for the fiscal year ended June 30, 1944. Average daily production was five and a half tons and during the year stamped out 453,338,600 separate coins of all sizes, from half dollars to pennies.

Denver is frequently called "The Little Capital of the United States". Next to Washington, D. C., Denver is one of the principal administrative centers of the United States with 185 offices of departments, bureaus and divisions of the government which are on a permanent basis, representing all the departments whose heads are members of the President's Cabinet except State.

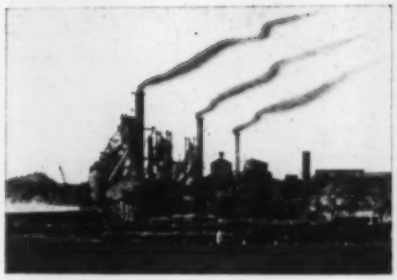
The Denver Mint, therefore, is just one of the government activities in this area which before the war employed 11,550 persons, who with several thousand additional employees in federal agencies with wartime and post-war functions will continue to have jobs and buying power when peace comes.

KLZ
Delivers the
DENVER
MARKET

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by
THE KATZ AGENCY

COLORADO FARMERS are having one of their best years in history. Cash receipts from farm marketings during the first 5 months of 1944 were 25% greater than during the same period in 1943.



SEVENTY-TWO-YEAR-OLD Colorado Fuel & Iron Company at Pueblo, up to the war the largest producer of coal and steel west of the Mississippi, is today turning out the greatest volume of products and byproducts for war and civilian needs in its history.

THE CONTINUED PROSPERITY of Colorado's farmers, miners and industrial workers is reflected in Colorado's retail sales, up 6% the first six months of this year; and Denver's bank debits, up 12% during the same period.

Jenkins Tells Executives of Agencies Story of KSTP Promotion Campaign

THE STORY of the promotion campaign conducted by KSTP Minneapolis-St. Paul to effect the best possible audience relations, dealer relations and civic relations for the station and its advertisers, was presented by Ray C. Jenkins, KSTP commercial manager, to about 100 advertising agency radio executives at luncheon meetings held last Tuesday and Wednesday at the Hotel Ambassador, New York.

Farm Coverage

In addition to the daily program listings in the Twin City newspapers, KSTP uses two-column by eight-inch space daily to promote special programs, Mr. Jenkins reported. Other city promotion includes movie trailers, posters, billboards, car cards, window displays, participation in civic events, cooperation with civic, church and fraternal organizations.

In the station's rural areas, advertising is run in 344 country newspapers, a Farm Forum appears in paid space in 81 farm journals and 40 papers carry a column on the KSTP *Sunset Barn Dance*, while the station's farm director has a column in farm magazines. KSTP has exhibits at state and county fairs; its Barn Dance troupe has made personal appearances; the farm service director distributes memo pads listing the station's farm programs. A "Family Album", issued last spring, was purchased by 12,000 people who sent dimes to KSTP as a result of eight one-minute announcements.

For its advertisers, KSTP has developed what it calls "Planalyzed Promotion", individual direct mail campaigns to jobbers, dealers and distributors, each designed in accordance with the distribution problems of the particular advertiser. Lever Bros., General Mills, Procter & Gamble Co., Colgate-Palmolive-Peet are among those who have praised the system.

KPLM Transfer Sought

VOLUNTARY assignment of license of KPLM Minot, N. D. from John B. Cooley, sole owner, to a partnership composed of Mr. Cooley, Ethel H. Cooley and Carroll W. Baker, was requested in an application filed with the FCC last week. Purpose of the shift, according to the application, is to insure continuation in case of the death of Mr. Cooley. No money is involved in the transaction, but "valuable consideration" was given in application instead. Mr. Cooley holds major interest (80%) in the partnership, Minot Broadcasting Co., while remaining share is equally divided between E. B. Cooley, commercial manager of KPLM, and C. W. Baker, chief engineer.

RADIO GOES GI in the person of these ex-industry men now with AES station Noumea in New Caledonia. Capt. Clifford A. Frink (seated), theatre radio officer for the "Mosquito Network" of the South Pacific, goes over a script as (l to r) WO (jg) Robert LeMond, S/Sgt. Lawrence Trombly, M/Sgt. Paul Masterson beam approval. WO LeMond has been publicity director of KEHE Los Angeles, production manager of KYA San Francisco, announcer at KNX Hollywood. Sgt. Trombly was formerly an engineer with KFRU Columbia, Mo., and KSD St. Louis. Sgt. Masterson has been an announcer with KGER Long Beach, KOY Phoenix, KMPC Beverly Hills, and with the Blue Network in Hollywood.

WOR WGN INCLUDED IN LAMBERT 'QUIZ'

LAMBERT PHARMACAL Co., St. Louis, which last March started sponsorship of *Quiz of Two Cities* on local stations, last Sunday extended the feature to WOR New York and WGN Chicago. Utilizing a direct wire hook-up between the two Mutual stations *Quiz of Two Cities* presents a contest between teams of four from each city, Sunday 3-3:30 p. m. Through special cut-offs, the teams in each studio do not hear the questions given to the opposing team, and only the audience follows the score. Cash prizes go to the winners, and each participant and member of the audience receives Listerine Toothpaste, product promoted on the program.

List of stations now carrying the feature singly or in pairs includes, in addition to WOR WGN—WJR WGAR KRLD KOMO KGW WNAC WEAN WTIC KHJ KFRC KMOX WHO WOW WBEN WHAM KTRH. Agency is Lambert & Feasley Inc., New York.

Navy Conferences

BECAUSE of the accelerating pace of the war in the Pacific, the Navy has started a series of background news conferences for accredited correspondents of the four major networks, representatives of wire services, and newsmen from the Washington bureaus of leading newspapers. The deputy director of Navy Public Relations, Capt. George W. Campbell, USN, just promoted to that rank, held the first conference with radio and pressmen last Monday at 2:30 p.m., the hour set for the weekly meetings. Either the Navy Public Relations director, Rear Admr. Aaron S. Merrill, USN, or Capt. Campbell, will be present each week to answer questions and give general background news of Naval operations.

ARE YOU LISTENIN'?

5,000 WATTS
980 KILOCYCLES

NASHVILLE people listen to WSIX. Surveys prove how much more they listen morning and afternoon.

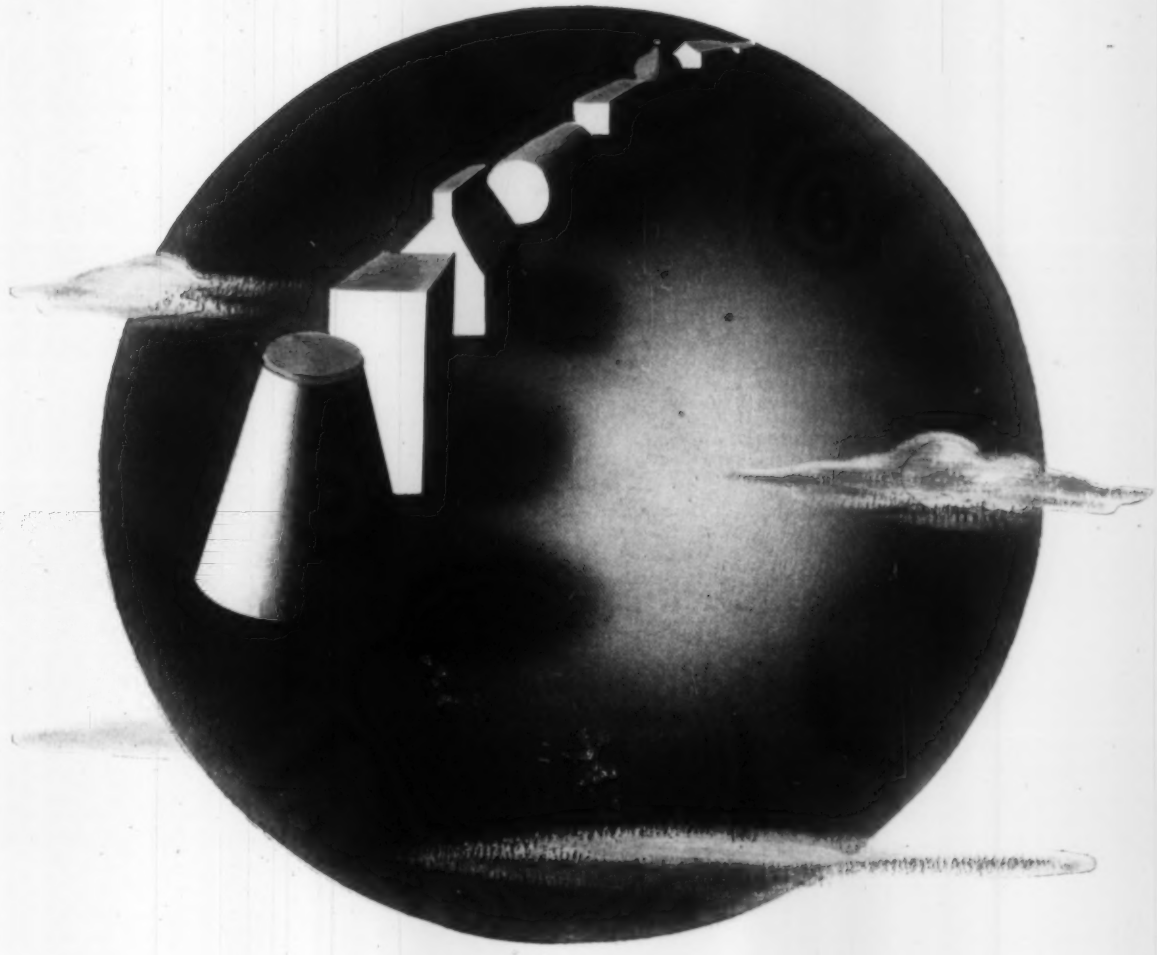
WSIX's listening area closely parallels the true trading area of Nashville — marketing, distributing and shipping center of a wealthy market. Within WSIX's Primary Area live 803,981 people (1940 census) who transacted a total retail business of $200,589,000 for the year ending 9-30-43 (Sales Management). WSIX's Primary and Secondary Areas together have a total population of 1,249,962. For low cost and high coverage it will pay you to use WSIX.

WSIX "The Voice of Nashville" NASHVILLE, TENN.

Member Station The BLUE Network and MUTUAL Broadcasting System.

The top network programs in news and entertainment are skimmed from BLUE and MUTUAL for WSIX broadcasts — no wonder Nashville listens!

THE KATZ AGENCY, *National Representatives*



the World of Other Things

People live in one world, yet always seek another. When they hear of new things, they want to taste them, feel them, see them, have them!

The story of a good product, well told via radio, will create desires.. lead to trial buys. It is thus that the difficult hump between seller and buyer is leveled, and in the quickest possible way. From then on, it's up to the product, and makers of good products welcome this sort of situation.

Manufacturers and distributors of consumer-goods will find, in the stations of Westinghouse, a most efficient present and post-war sales-force.. an irresistible force.. that moves objects off shelves and into homes.

Through Westinghouse stations, you can broadcast the story of your product to five great consumer-groups.. *our* audiences in the marketing-areas of Boston, Springfield, Philadelphia, Pittsburgh, and Fort Wayne. See NBC Spot Sales for available time.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • WGL

FRANK LEE Hat Co., Danbury, sponsor of Dale Carnegie in *Little Known Facts About Well-Known People* on 30 Mutual stations, Thursday 10:15-10:30 p.m., in a series of weekly ads in station cities during September calls attention to the personality to be discussed the same night. Local dealers receive the preceding Monday postcard editions of the newspaper ads, with the request to feature in their stores the hats to be highlighted on the program. Lee has just released the third in a series of portrait-and-poem store displays, built around prominent personalities discussed on the programs. Deviating from the customary highlighting of station, product, program and broadcast-time in program merchandising, Lee mentions these details inconspicuously in small print at the bottom of the promotion piece which measures about 16 by 9 inches.

Merchandising & Promotion

Poem & Portrait—Ticket Office Promotion History—Token Holders—War Maps

Ticket Office Promotion

CORNER window of the downtown ticket office of the Louisville & Nashville and N. C. & St. L. railroads is being used for promotion by WLAC Nashville. Station maintains a billboard arrangement in the window with publicity "stills" of leading programs.

* * *

News Schedule

TO THOSE requesting tickets to NBC broadcasts at Radio City goes a complete schedule of news programs heard on WEAF, NBC's New York affiliate. Schedule is printed on an easel-type desk piece 12 by 3 inches.

News Coverage History

HISTORY of NBC's news coverage from 1931 through June 6, 1944, is related in text and pictures in a 176-page volume published in a limited edition by the network's promotion department under the supervision of Charles P. Hammond, director of advertising and promotion. Book is titled *The Fourth Chime*, from the extra note added to the three-chime NBC signature to summon operating and executive news personnel to their posts in time of emergency, a signal first used at the time of the Hindenberg disaster in 1937.

KXOK Booklet

LATEST sales brochure of KXOK St. Louis presents coverage data; listings of local advertisers and Blue Network and national spot advertisers; briefs of civic activities, promotion activities and talent, in addition to tabulations showing counties covered with number of families in each, retail sales and other data of interest to the radio advertiser. Illustrated and loose-leaf bound in heavy baby-blue paper, booklet was prepared by M. Medearis, promotion manager of KXOK and the *St. Louis Star Times*, which owns and operates the 5,000 w outlet.

* * *

KGER Brochure

LATEST promotion piece of KGER Long Beach, Cal. singles out the California warworkers as typical of the "1,000,000 or more 'ordinary guys'—men and women—who live in Los Angeles and Long Beach" and who spend part of their leisure time listening to the radio. Brochure defines KGER as "the people's station" and shows a war worker, carrying full dinner pail, with copy stating that KGER is the "ONE Southern California Station made for folks like Joe!"

* * *

WIBW Token Holder

LATEST promotion piece of WIBW Topeka, Kan., is a cardboard mailing piece, done in four colors, with a handy ration token holder attached. Copy says, "To keep your ration point change quickly available, use this handy token holder; to keep your Kansas sales volume on the increase, hire WIBW." A return postal attached brings current availabilities, a copy of the "Kansas Radio Audience for 1944," and extra token holders if desired.

* * *

Health Week

ANNUAL "Health Week" sponsored by 73 advertisers in the drug field and conducted by *Drug Topics*, trade publication, will be titled "National Health Aid Week" this year, Oct. 6-16, and will be promoted through the radio programs of the participating firms, about 90% of which use radio. Appropriate spot announcements are being offered to radio advertisers, and to individual network outlets by *Drug Topics*.

* * *

CBC Booklet

A BOOKLET outlining the school broadcasts for the 1944-45 school year has been published by the Canadian Broadcasting Corp., titled *Young Canada Listens*. The 52-page booklet gives the full program of school broadcasts, hints on proper reception, and a contest for teachers for a dramatized version of Robert Louis Stevenson's *Black Arrow*.

* * *

KVOA War Maps

MAMMOTH maps bearing the legend "Keep Tuned to KVOA for Complete War News" have been set up in one of the leading Tucson, Ariz., stores with the catch phrase "Watch the Allies Squeeze the Axis." Maps are changed daily to show advances on all fronts. One map shows the European theatre, the other the Asiatic.

NEW SPENDABLE INCOME

From this tri-state area comprising parts of Texas, Arkansas and Louisiana comes one-fifth of the nation's supply of oil and the second largest supply of natural gas. Increased activity in the exploration, drilling and production of this resource has meant increased spendable incomes for the people of this area. The most effective means of influencing the buying habits of these people is to place your advertising message on powerful, 50,000-watt KWKH.

KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

MAYOR EARL RILEY

MAYOR EARL RILEY OF PORTLAND SAYS:

"In all of Portland's many projects for the happiness and well-being of servicemen and women, KGW has played a leading part. We are grateful for the many fine examples of co-operation with Portland's own George A. White Servicemen's Center. The KGW broadcasts there always rate high in entertainment with the boys. By publicizing the Center in public service programs, KGW helps immeasurably in the recruitment of volunteers, without whose hard-working help the servicemen's snack bar wouldn't be the success it is."

Scenes from Portland's George A. White Service Center, reproduced on this page, indicate very inadequately the extent of the activities of this popular local "canteen". And, as usual, the KGW staff is "in there", putting a capable, collective shoulder to the wheel to help keep the Center going. By KGW standards public service programs must be interesting, entertaining and constructive.

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Studio Notes

DURING its tenth year on the air, beginning Sept. 18, *Cavalcade of America* sponsored on NBC 8-8:30 p.m. by E. I. Du Pont de Nemours Co. will present ten programs selected from the outstanding broadcasts heard on the series in previous years. Agency is BBDO., N. Y.

KUTA Salt Lake City and five other Utah stations have granted to the *Deseret News* time on the air to answer charges that the paper had been attacked on an AFL broadcast carried by KUTA and the Intermountain Network. Fulmer Latter, Utah AFL president, spoke for the Union and George Sutherland, *Deseret News* editor, answered Mr. Latter's charges.

CANADIAN Broadcasting Corp. Toronto offices annual fall golf tournament is being held this year at Cedarbrae Golf and Country Club, Scarboro, on Sept. 25, with all those in the broadcasting industry in Toronto area invited.

COLUMBUS BOYS' Choir will present concerts of popular, classical and religious music in a weekly quarter-hour series to be heard on Mutual from WHKC Columbus beginning Oct. 1.

IN COOPERATION with the fashion department of the *N. Y. Times*, now owner of WQXR New York, station will present a series of four broadcasts highlighting the opening Oct. 24 of the newspapers third annual fashion show. Alma Dettingers regular 11-11:30 a.m. period on WQXR will be turned over to discussion of fashions and the show itself by various members of the industry on Oct. 4, 11, 18, 25. Programs will be jointly conducted by Miss Dettinger and Virginia Pope, Times fashion editor, and originator of the show.

CITY COLLEGE of New York on Sept. 28 will start a 15-week television (non-technical) and radio announcing and dramatic course, both in the evening. Course will be conducted by Gerald O. Kaye, advertising manager of Bruno Inc., commercial television consultant to RCA, New York. Jo Ranson, publicity director and Ted Cott, program director of WNEW New York, will instruct radio classes.

Blue Demonstration

DEMONSTRATION of radio's worldwide news-gathering facilities was given Sept. 13 before the Washington Rotary Club by the Blue network. Correspondents were brought in from Belgium, Pearl Harbor and Chungking. Earl Godwin, Blue commentator, introduced the correspondents with Jack Edmunds, program director of WMAL Washington, in charge of production.

KFBC Cheyenne, Wyo. has arranged for 21 play-by-play football broadcasts this fall. The 11 game Ft. Warren schedule will be aired as well as contests with Great Lakes, Iowa Pre-Flight and the 2nd Air Force.

SAID to be first serial to be released by television in installments, *Embarrassing Situations* started on W6XYZ Hollywood Sept. 8. Written by J. Gordon Wright, quarter-hour series will be enacted by stock players of Paramount Pictures Inc. on the studio lot. Klaus Landsberg is director of television for Television Productions Inc., Paramount subsidiary, and owner-operator of W6XYZ.

AMERICAN MERCURY Inc., New York, magazine publisher, is releasing to a selected list of 200 stations *American Mercury of the Air*, a 52-week series of quarter-hour programs, available for local sponsorship. Patterned after the "living newspaper" idea, programs present dramatizations of topics of public interest, with Bernard Dudley as announcer and Roberta Bard, of Huber Hogue & Sons, New York, as scripter, director and contact representative. WOR Recording Division is cutting the discs. Magazine previously distributed a script *Between the Headlines* for production locally.

WIND Chicago, on Sept. 11 moved to larger headquarters from the 2nd floor to the 10th floor in the 230 N. Michigan Blvd., Chicago. Station will originate all shows from the new quarters, except for seven hours a day, when studios in Gary, Ind. will be used.

NEW YORK City's postwar program to provide employment for returning servicemen—a plan for a $1,250,000,000 public works program to provide jobs for 250,000 persons—will be described on WNYC New York's municipal station in a series of 12 half-hour broadcasts *Peace Time Jobs*, beginning Sept. 19. Series will be presented in cooperation with the New York City Planning Commission. City officials will review plans for new schools and other projects, while Mayor F. H. LaGuardia will summarize the entire project in final broadcast Oct. 27.

WEEKLY guide to New York, distributed in all the leading hotels, *The Host*, has inaugurated a service for out-of-town hotel guests who want tickets to broadcasts, by publishing a list of tickets available to visitors and where tickets can be procured.

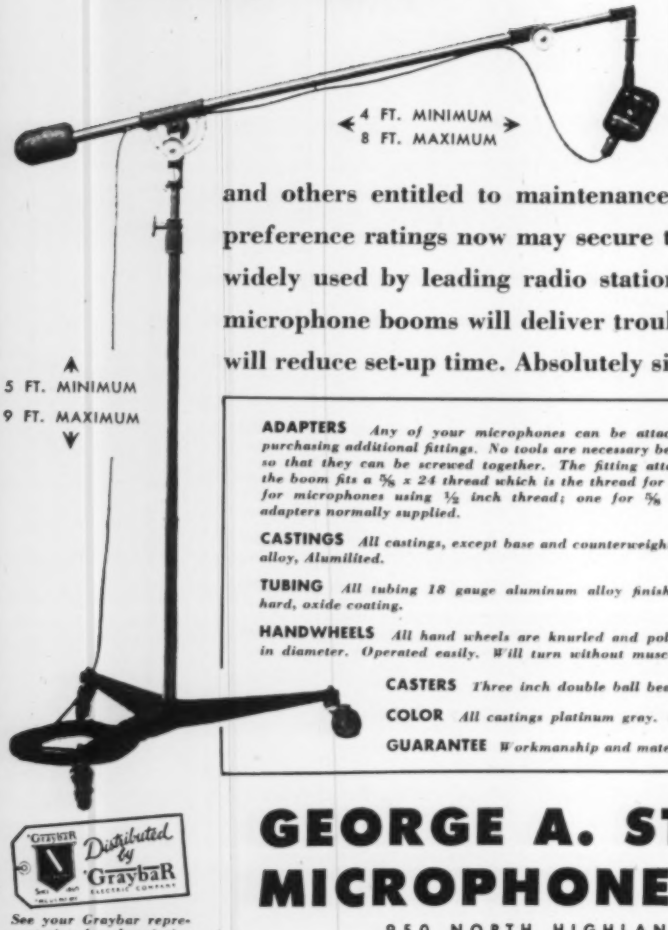
WOWO Ft. Wayne in celebration of invasion of German soil by American troops presented a program reviewing briefly World War II up to the last minute bulletins.

WMCA New York last week started a series of nine quarter-hour transcribed programs, designed for presentation by metropolitan area chapters of the American Red Cross, to simulate interest in ARC nutrition classes. Titled *Food For All*, program features factual talks on nutrition by Melva Bakkie, ARC national nutrition director, with Wallace Kadderly, head of the radio division, U. S. Dept. of Agriculture, and dramatized stories on food problems.

KBS Coverage Brochure

KEYSTONE Broadcasting System discloses the results of a survey of listening by C. E. Hooper Inc., New York, in 15 cities having KBS stations, in a brochure featuring on the cover a campaign poster with the words "Elected! Local Favorites Win In Hooper Poll!"

☆ NOW OBTAINABLE BY QUALIFIED BUYERS



Radio stations, commercial sound studios, advertising agencies and others entitled to maintenance, repair and operating preference ratings now may secure these booms. Long and widely used by leading radio stations and networks, these microphone booms will deliver trouble-free service . . . and will reduce set-up time. Absolutely silent in operation.

ADAPTERS *Any of your microphones can be attached easily to this Boom without purchasing additional fittings. No tools are necessary because all the adapters are threaded so that they can be screwed together. The fitting attached to the clevis on the end of the boom fits a 5/8 x 24 thread which is the thread for all W. E. Microphones. An adapter for microphones using 1/2 inch thread; one for 5/8 x 27; and a hook complete the adapters normally supplied.*

CASTINGS *All castings, except base and counterweight (cast iron), are strong aluminum alloy, Alumilited.*

TUBING *All tubing 18 gauge aluminum alloy finished by the Alumilite Process — a hard, oxide coating.*

HANDWHEELS *All hand wheels are knurled and polished aluminum alloy, 2 1/2 inches in diameter. Operated easily. Will turn without muscle strain or injury to your hands.*

CASTERS *Three inch double ball bearing, rubber tired Darnell Casters.*

COLOR *All castings platinum gray. Baked enamel.*

GUARANTEE *Workmanship and materials fully guaranteed.*

Distributed by GRAYBAR

See your Graybar representative for descriptive folder and details on priority requirements.

GEORGE A. STARBIRD MICROPHONE BOOMS

950 NORTH HIGHLAND AVENUE
LOS ANGELES 38, CALIFORNIA

AP

KFNF, Shenandoah, Iowa

. . . there is so much new material on the AP wire we are now able to give our listeners real news-on-the-hour service.

Frank Stubbs
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

ACCURACY

is our business . . .

IN WAR . . . IN PEACE

Through D-Days into V-Days . . . Our Unchanging Production Watchword and Workword is ACCURACY . . . PRECISION to help speed the end of war . . . EXACTNESS to help point the way to and plan for THINGS TO COME . . . Expansion, Perfection, New Performance in the Industry that Promises Unlimited Progress in Peace.

WHEN YOU ARE READY, there is time now . . . though closely prescribed . . . for CRECO to Prepare a Limited Number of Standard, FM and Television Applications.

PROJECTED PRECISION
Machine Multiple Lapping of Quartz Crystal Blanks to Within 15 kcs. of Finished Frequency and Flat to .0002 in.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.	Porter Bldg.	Crossroads-of-the-World
WASHINGTON, D. C.	KANSAS CITY, MO.	HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

CINCINNATI'S LOVELY

Claire

Received 53,000 pieces of mail. ● Addressed in person nearly 500,000 persons, including 56,000 persons within 3 days, and a single audience of 18,000. ● Public appearances booked as far in advance as Christmas week of 1944. ● Receives mail every week from an average of 21 states. ● Trained more than 100,000 persons for stage and radio. ● Called by "Billboard", "The most remarkable woman in America in her line of work". ● Rates Who's Who, Women of the Nation, and the International Blue Book.

XUM

Lackley
WCKY
WOMEN'S PROGRAM DIRECTOR
3 YEARS · 6 DAYS WEEKLY
50,000 WATTS
C B S

XUM

Radio's 'V-Day' Task

THE END of Nazism is in sight. Allied armies are on German soil. Unconditional surrender is ahead. Elaborate plans are being made for "V-Day." Broadcasters, ever alert, will herald the event on traditional split-second schedule. There will be clanging of bells, shrieking of sirens, parades, confetti and ticker-tape snowing down on Wall Street.

That's the story we pick up in the daily news reports. But isn't it all premature. Victory in Europe and the crushing defeat of the Nazi tyrant is inevitable. Yet it is but half the job. There's still the Jap. Several million Americans are under arms in the Pacific theaters, wallowing in swamps, in steaming jungles, on the seas, in the air . . . all in relentless pursuit of the Jap.

Is the war over for them? Is it their V-Day?

This anomalous situation—the first in world history—calls for restraint. A duty devolves upon the broadcaster. Those with fighting sons or husbands or brothers in the European theatre will have reason to rejoice when the firing ceases. But those with kin in the Pacific, will still look to that other day ahead.

The broadcaster can't go all out. He must keep in clear view the other war. Broadcasters have met all other war crises, and they'll meet this one.

Justice James F. Byrnes, director of War Mobilization, last week, in his report to the President on return to civilian production when Germany surrenders, made the most cogent suggestion we have yet seen to distinguish between victory in Europe and in the Pacific. He coined the phrase "V-E Day" for victory in Europe. He suggested "V-J Day" to denote victory over the Jap.

That makes good, simple sense. Broadcasters should put the quietus on V-E Day as a symbol of total victory. Rather, all America should observe the occasion by praying for a speedy V-J Day.

Ho Hum!

PICK UP almost any issue of *Editor & Publisher* and you'll find (usually on the editorial page) some blistering blast against radio. Oftimes there is a challenge—to radio or to this journal.

The latest decries "pig-in-the poke" buying of radio time. It alludes to the recent WPB statement that 28% of all American radios have needed repairs this year, and 15% won't work at all. It calls upon radio promptly to reduce its rates by 15%.

Editor & Publisher, of radio, turns Bibical and avers: "Ears have they and hear not." To which we are constrained to rejoin: "Eyes have they but see not." As we read the WPB statement, 85% of the owners reported that they had sets in working order. Only 8% of the homes reported they had none working. More than half of the 28% which reported sets in need of repair since the first of the year said they had no difficulty whatever in getting repairs.

What wasn't said was that nearly half of the nations radio homes have more than one set, and that No. 2 set may be giving service.

Then there was overlooked, unwittingly or not, the Census Bureau-OCR estimates on radio homes. In April 1940—when the decennial census was made, there were 30,800,000 radio homes. Last April the official estimate was 33,716,460 radio homes—a figure which more than offsets the 8% of homes without working radios.

Radio hasn't attempted, business-wise, to capitalize on the misfortunes ascribed to the war. Newspaper accounts haven't been raided because of paper rationing. Nor have rates been boosted because of demand for time.

Advertisers measure media by *results*. In the Aug. 7 BROADCASTING there appeared a breakdown of expenditures for 1943 by the 100 leading national advertisers. Their wisdom won't be questioned. Of $298,477,527 spent for all media, the four major networks alone received for time and facilities $126,097,616. Magazines (including *American Weekly* and *This Week*) received $103,163,285 and newspapers $61,299,500.

So without working up our blood-pressure in these hectic, sweltering days, we opine: "Nothing succeeds like success."

SWORDS will be forged into ploughshares when Germany collapses. Much of the tremendous plant capacity now being used for radio and electronics manufacture will be converted to civilian production. With no allocations yet fixed for FM and television, some manufacturers plan to turn out sets of pre-Pearl Harbor vintage, using the same dies, jigs and circuits. Something should be done, lest the market be glutted with cigar-box, one-purpose sets.

Let's Tell 'Em

"WE FOUND a lot of lack of interest in legislation in Congress." Thus did Don S. Elias, of WWNC Ashville, N. C., chairman of the NAB Legislative Committee, explain to the NAB Executives War Conference in Chicago one of the potent reasons why the White-Wheeler Bill (S-814) was shelved. Only a few knew what radio was all about, except that when one didn't like a particular program a flick of the dial brought in something else.

But radio has awakened to the public relations job necessary if it is to have legislation in keeping with the times. The Legislative Committee plans to circularize NAB members, giving each an armful of verbal ammunition to fire away at Senators and Representatives on the why of broadcasting. Every NAB member is asked to keep his respective Senators and Representatives informed.

With radio on the threshold of its greatest expansion—into television, FM and facsimile—there arises even greater need for legislation replacing the obsolete Communications Act of 1934 as amended, which embodies provisions of the old Radio Act of 1927.

Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, and Rep. Wallace H. White Jr. (R-Me.), acting Minority Leader, know the need for legislation. So does Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee. But by and large the members of Congress haven't been as close to communications as these three stalwarts and a few others. They just haven't been told.

Our Respects To -

LT. COMDR. JOHN HARRISON HARTLEY

TEAMWORK is the watchword in the successful career of Lt. Comdr. John Harrison Hartley, USNR, just arrived at Pearl Harbor to supervise radio and news facilities on the staff of Adm. Chester W. Nimitz, USN, commander-in-Chief, U.S. Pacific Fleet and Pacific Ocean Areas.

Teamwork is second nature to Jack Hartley. By coincidence and the fortunes of war the original team of Schechter, Hartley & Feldman, long known as the NBC news and special events battery, once more will be working together in the Pacific. Maj. A. A. Schecter, AAF, former NBC director of news and special events, is radio officer on the staff of Gen. Douglas MacArthur in the Southwest Pacific. Comdr. Hartley, his former assistant at NBC, has been detailed the added duty of setting up radio facilities to expedite news from the Central Pacific [BROADCASTING, Aug. 28]. Arthur Feldman, who became Maj. Schechter's assistant at NBC when Jack left in 1941 for Navy service, has just arrived in the Southwest Pacific as Blue Network war correspondent [BROADCASTING, Sept. 11].

The Radio Section of the Navy's Office of Public Relations, of which Comdr. Hartley is Officer-in-Charge, long has been recognized in broadcasting circles as one of the smoothest-running, most efficient agencies of Government. Attesting to Comdr. Hartley's ability is his new assignment, in which he will supervise transmission of all radio and news from the area commanded by Adm. Nimitz.

Jack came up the hard way. Son of Capt. James William and Emma Ford Hartley, he was born June 1, 1910, in Barrow-in-Furness, Lancashire, England. His father, a British merchant marine officer, came to America during World War I to become marine superintendent of the Barber Steamship Line. On Jan. 19, 1919, Capt. Hartley's family, including young Jack, arrived in the U. S. aboard a ship that brought back American soldiers from Europe.

Jack immediately enrolled in the Brooklyn Model School, a model school for the Maxwell Training School for Teachers. He attended Brooklyn Technical high school and later entered Brooklyn Polytechnical Institute night school. His father's death, however, on March 10, 1931, cut short his college education after almost a year and Jack went to work on a fulltime basis.

Meantime the call of the sea was in his blood. Besides he needed extra money, so in his high school days Jack went to sea every

(*Continued on page 42*)

THERE'S MANY A REASON
for WMFM's popularity

By combining the qualities that Milwaukee and Wisconsin listeners have always wanted, WMFM has established itself as Wisconsin's *prestige-building, sales-promoting station.*

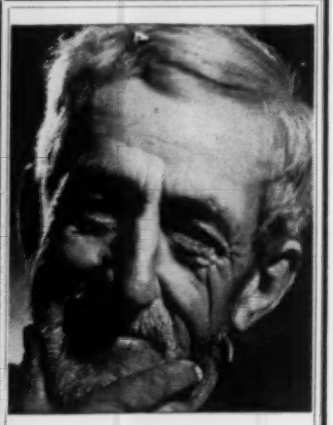
Take High Fidelity, for example. WMFM's superb FM equipment brings a warmth, a realism that is far in advance of standard radio. Along with higher fidelity comes the welcome relief from static and interference. WMFM listeners are happy about their freedom from disrupting crackles and fading.

The outstanding WMFM programming further enhances the inherent advantage of FM. From the WMFM studios in Milwaukee's ultra-modern Radio City comes a sound, well-planned schedule that features better programs, keyed to the wants and needs of the community.

WMFM has everything that a radio listener wants. And WMFM has the formula that wise advertisers are taking advantage of.

When considering the Wisconsin market, you must consider WMFM. Plan now to include WMFM in your fall schedule.

THE MILWAUKEE JOURNAL FM STATION



Try to fool him!

He's an American—every dog-gone home-spun inch of him. Ten to one, his stalwart sons or grandsons are slogging along with the Infantry guys who are slugging their hearts out for Democracy.

He's a family man—shrewd but tolerant—rough like a raw diamond, and a liberal but not fussy buyer of merchandise. You can't fool him!

He's one of thousands of Americans who, with their families, make up America's famous direct-response audience—the audience served by WMMN and which is making advertisers wholly happy!

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Our Respects to

(Continued from page 40)

summer during 1925-27, first as deck boy and working his way up to petty officer. He made 17 trips to England in those three summers.

In 1927 Jack got a job with the New York Telephone Co., working 4 to midnight while attending school from 9 a.m. to 3 p.m. After two years he went to NBC as assistant receiving set supervisor. In those days NBC provided receiving sets for clients and business contacts. It was Jack's job to help install them and keep them operating.

Then came a promotion at NBC. Jack Hartley was detailed to maintenance and construction in the engineering department. In 1932 he was made building maintenance supervisor, having charge of all mechanical maintenance except broadcasting equipment. After handling a good part of the NBC move to Radio City, Rockefeller Center, in 1934, Jack went after a bigger job. The assistant director of special events left in March 1935 and Jack asked for the post. He got it.

Three months later the news and special events departments were consolidated under Abe Schechter and Jack was named assistant director. Art Feldman joined the staff as assistant to Hartley.

In the Navy

Came the war clouds over Europe and finally the war in September 1939. Seven months later Jack Hartley, believing that eventually the U. S. might become involved, applied for a commission in the Naval Reserve and was commissioned lieutenant (junior grade).

When the Navy Dept. Office of Public Relations began to expand and a Radio Section was created with Lt. Comdr. Norvelle Sharpe as Officer-in-Charge, Lt. Hartley was offered the post of assistant. The late Secretary of the Navy Frank Knox held, however, that Hartley could serve better as a civilian than as a junior officer so he resigned his commission and on June 2, 1941, joined the Radio Section as a civilian.

The following Dec. 8 Comdr. Sharpe was transferred to the Welfare and Recreation Division, Bureau of Naval Personnel, where he later was made a full commander. Mr. Hartley became chief of the Radio Section and served in that capacity as a civilian until March of this year when he was recommissioned and ordered to active duty as Officer-in-Charge.

Even though his rank is that of a lieutenant commander, Jack dislikes being called "commander", explaining: "A commander should be qualified to comand a ship. I'm not."

Whether or not he can command a vessel, his command of the Radio Section is not a controversial issue among the network and station news, program and special events personnel. They'll tell you Skipper Hartley knows his radio.

PROMOTION through pictures for the weekly CBS *Stars Over Hollywood* was discussed by this network-agency trio when Roy Sorenson, president of Sorenson & Co., Chicago, conferred with CBS Hollywood executives. Bowey's Inc. sponsors the weekly half-hour program. Discussers are (l to r) Ernie Martin, CBS National Sales Service; Mr. Sorenson; Ralph Taylor, sales promotion manager for CBS on the West Coast.

On his Radio Section team are Lt. Comdr. Charles Dillon, USNR, executive officer and former radio director of the American Red Cross; Lt. Marvin F. Royston, USNR, engineering officer, formerly with NBC and presently on leave from the Blue; Chief Warrant Officer Joseph E. McCormack, USNR, assistant to the engineering officer; Lt. Hazel Kenyon Markel, (WR) USNR, WAVES and women's activities liaison officer and former educational director of KIRO-CBS Seattle; Lt. (j. g.) Caroline E Robbins, (WR) USNR, administrative officer; Radio Tech. 1/c Charles Chrismon.

Versatile

In the New York branch office at 580 Fifth Ave. are: Lt. Thayer Cumings, USNR, Officer-in-Charge, formerly of BBDO; Lt. Armand S. Deutsch, USNR, assistant, who in civilian life was with McKee & Albright, Philadelphia; Ens. Lavina Merrick, (WR) USNR, assistant and liaison officer for WAVES and women's activities.

With Comdr. Hartley in the Pacific are Lt. James C. Shattuck, USNR, who will head a station in Guam; Lt. Royston and Radio Tech. Chrismon. Comdr. Hartley is supervising installations and start of the service from Guam and Pearl Harbor. Lt. Shattuck, recently back from Europe, was commended by Adm. Harold R. Stark, USN, Commander, U. S. Naval Forces in Europe, for his "planning and execution of radio coverage" of the Normandy invasion [BROADCASTING, Sept. 4].

Comdr. Hartley's career has been one of variety. In addition to his seafaring, technical and radio experiences, he is a musician. While living in Brooklyn he was assistant organist at St. Bartholomew's Protestant Episcopal Church, known as Brooklyn's "little church around the corner." When he went to Washington he sang bass-baritone in the choir of the Washington National Cathedral of Sts. Peter & Paul. His last service there was the consecration of Bishop Angus Dun as head of the Episcopal Church in Washington.

On Aug. 9, 1941, Comdr. Hartley married Maxine Winifred Cook, then assistant drama editor of the *New York World-Telegram* and daughter of Max B. Cook, promotion and aviation editor of Scripps-Howard Newspapers. On Oct. 9, 1942 Maxine and Jack became the parents of twins, James William and Mary Anne. During his absence overseas his family will visit relatives in Sarasota, Fla.

As for hobbies, the Commander had ideas about living in the nation's capital, so he took with him to Washington boxing gloves (he enjoys boxing), golf clubs and tennis equipment. But, to quote him, "They're still in the apartment, unused. I haven't time for recreation. If the office hasn't got me going in circles, the twins have."

Comdr. Hartley brushes aside any idea that he's a "necessary man" for, he explained, the Radio Section is so organized that "should I drop dead, Charlie Dillon can take charge. If he's away Hazel Markel can take over and so on down the line. Our whole operations is to facilitate coverage of the Navy by radio, not to do it ourselves. Our job is to serve the industry."

To that end the Washington and New York offices have three scheduled telephone calls daily over Navy facilities when program schedules are checked and notes compared. In addition, each office keeps a complete daily log. If one or more officers are away, others can carry on. Copies of the log are exchanged each night so that both offices are completely informed at all times.

Jack Hartley's method of teamwork operation dates back to New York when the team of Schechter, Hartley and Feldman handled news and special events for the network, whose initials to them meant, according to Jack, NBC—Never Behind Columbia."

CHATTANOOGA

IN THE HEART OF TVA

POWER EMPIRE

WDOD

CBS

5,000 WATTS

DAY AND NIGHT

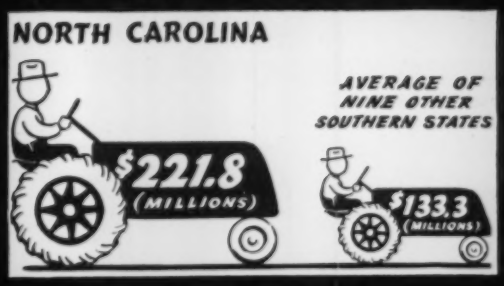
PAUL H. RAYMER CO.

NORTH CAROLINA

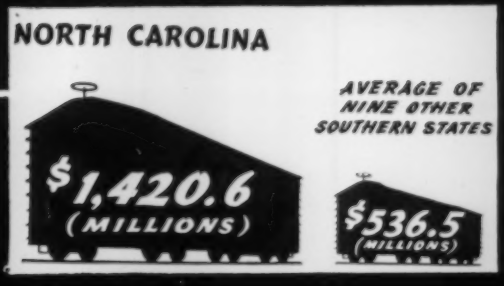
IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE



IN INDUSTRY



WPTF

IS NORTH CAROLINA'S

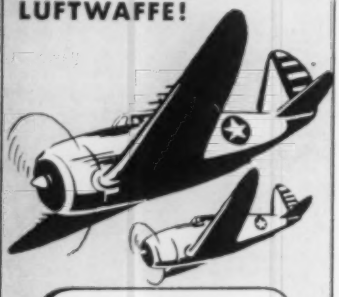
No. 1 SALESMAN

50,000 WATTS !
AT 680 KC !
N. B. C. !

WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

IT TAKES the striking power of a THUNDERBOLT to harness the LUFTWAFFE!



IT TAKES A 50,000 watt station to sell the Denver market and the Mountain and Plain States Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER KOA 50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC America's No. 1 Network

Personal NOTES

COL. LUTHER L. HILL, executive vice-president of Iowa Broadcasting Co. on leave, returned to Miami last week after a 25,000-mile inspection in the European war theatre on a special mission for the Army Air Forces personnel redistribution activities. For the last 2½ years he has been commanding officer of Redistribution Station 2, Miami Beach.

RAY C. ELLIS, director of the WPB Radio & Radar Division, is to be principal speaker Oct. 21 at the Electronic Parts and Equipment Industry conference in Chicago.

EARL BRADLEY, former field representative for the WLW Cincinnati merchandising department, has joined Specialty Sales, WLW subsidiary, as a member of the sales staff.

1ST SGT. VICTOR A. SHOLIS, former director of Clear Channel Broadcasting Service, Washington, is the father of a boy, born in Seattle, Wash. Sgt. Sholis is now on overseas duty with the Army, and Mrs. Sholis is the former Jane McDonald, also a member of the CCBS staff.

MAJ. PURNELL H. GOULD, former commercial manager of WFBR Baltimore, chief of the Armed Forces Radio Service in the Central Pacific, is now stationed in Hawaii.

H. W. RODEN, president of American Foods Inc., subsidiary of American Home Products Corp., and a member of the board of directors of the Assn. of National Advertisers, and the War Advertising Council, is the author of mystery book *Too Busy to Die*, just released by William Morrow & Co., New York ($2).

ANNE DAVIS, daughter of Elmer Davis, director of OWI, and Lt. Morris Kaplan, AUS, formerly on the news staff of WOR New York, were married in Washington last week.

JAMES FLORA has been named advertising manager of Columbia Recording Corp., Bridgeport, and Sidney Asp, assistant advertising manager, according to Paul Southard, vice-president in charge of sales. Mr. Flora joined the art department of CRC in February 1942, later becoming art director. He fills post vacated earlier this year when Alex Steinweiss left to do a special assignment for the Navy. New art director is Richard Staples Dodge, with the CRC art department since August 1943, formerly with several West Coast advertising agencies. Mr. Asp, who joined Columbia Recording in December 1940 as manager of advertising production, will serve as production manager in addition to his new duties.

MRS. GEORGE FIELDING ELIOT, radio chairman for the Women's Action Committee on Victory and Lasting Peace, former assistant to Margaret Cuthbert, NBC director of women's activities, has been named chairman of the New York committee for the George Foster Peabody Awards. Her husband is a CBS news analyst.

DOROTHY LEWIS, coordinator of listener activity of the NAB, has been appointed to serve on the women's civilian committee of the Women's Army Corps.

CHET SUTHERLAND has joined the sales staff of CJKL Kirkland Lake, Ont.

JOSEPH D. MACKIN, general manager of WHAM Marinette, Wis., is the father of a boy.

Beaton Directs KWKW

WILLIAM J. BEATON, account executive of KMPC Hollywood, has been appointed general manager of KWKW Pasadena, Cal. He succeeds Howard Tullis, who resigned to form his own advertising agency. Prior to joining KMPC Mr. Beaton was with advertising and promotion departments of various Los Angeles newspapers. James Walsh, formerly announcer of KPRO Riverside, Cal., has taken over Mr. Beaton's KMPC post. M. H. Gresham, formerly in Chicago advertising, has joined KMPC as account executive.

Mr. Beaton

BARNEY CRAGSTON, for six years broker for producers of syndicated radio programs, Sept. 20 will join the Blue Network as a salesman in the cooperative program department, following his discharge the preceding day as a lieutenant in the Army Anti-Aircraft. Mr. Cragston will contact national and regional spot advertisers, turning over all orders to Blue stations and their representatives.

ALBERT G. FINK and Oliver Miller are new members of the sales staff at WJW Cleveland. Both formerly had been associated with Standard Brands.

CHARLES E. WILSON, former vice-chairman of the WPB, has been elected president and a director of General Electric Co. He had held that post from January 1940 to September 1942, when he was called to Washington by the President. Mr. Wilson succeeds Gerard Swope, resigned. Owen D. Young, chairman of the board, has also resigned.

WILLIAM PABST, who resigned two years ago as manager of KFRC San Francisco to accept a commission as a lieutenant in the Navy, resumed his duties this week as station manager. Dan Donnelly, who has been acting manager during Mr. Pabst's absence, becomes assistant manager.

HARVEY FREEMAN has been appointed manager of CKGB Timmins, Ont., replacing Ted Morrow who has joined the Toronto office of National Broadcast Sales. Al Huggins has been appointed commercial manager of CKGB to replace Mr. Freeman.

KENNETH McCLELLAND, personnel manager of the Hallicrafters Co., Chicago, is chairman of the newly-organized Radar-Radio Personnel Group, which places special emphasis on employment of returned veterans.

BEHIND the MIKE

IRVIN G. ABELOFF, program service manager of WRVA Richmond, Va., has received the Service Citation of Merit from the Commonwealth of Virginia "in grateful appreciation of the volunteer services in civilian defense".

EDMUND PILLA has been added to the announcing staff of WORL Boston, replacing John Adams, now an ensign in the Navy.

WILLIAM FARISS, announcer, formerly of WTAG Worcester, has joined WBYN New York.

M. WAYLAND FULLINGTON, former assistant manager of KGBX Springfield, Mo., has joined KWTO Springfield, Mo., as promotion director, and Radiozark Enterprises transcription division, Springfield, Mo., as manager.

NANCY HANBURY has joined the announcing staff of CBL Toronto.

GORDON HOWARD, Toronto, formerly with Vickers & Benson, Toronto agency, is now freelancing.

JUDSON BERNARD, formerly with NBC and CBS, New York, has been released from the Canadian Army and is now in Toronto.

RONALD GRANT, released from the Royal Canadian Air Force, has joined CFRB Toronto as announcer replacing Lloyd Owens, who has joined the Canadian Army.

JAFF FORD, former freelance, has joined the CFRB Toronto announcing staff.

FRED HARPER, announcer at WLW Cincinnati, is the father of a boy.

FERN H. STORER has joined WCKY Cincinnati as food expert, replacing Sylvia Brown.

PVT. BRUCE MacDONALD, former news editor at WJW Cleveland, has finished his basic training and begun a training course in teletyping and cryptography.

JOHN W. STEELE, newscaster and announcer, has joined WFAA-KGKO Dallas.

GENE HURLEY, script writer, has joined the continuity staff of WNEW New York.

RICHARD KARP, for the past six years a member of the Pittsburgh Symphony Orchestra, has joined the production department of KDKA Pittsburgh.

XUM

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

"The Heart of an Empire"—where assessed valuations of real estate zoomed to an all-time high of $90,816,070 for 1944, an increase of $7,168,806 or 8.6% over the previous year. KHQ, too, is the "Heart of an Empire." Its veins carry its choice programs throughout the 37 counties in its primary coverage, building unequalled Consumer Acceptance. *Invest* in KHQ's *Complete Coverage.*

JOHN HENRY, announcer of KFI Los Angeles, has shifted to KVOO Tulsa as producer-sports announcer.

BRUCE KAMMAN, NBC New York and Chicago producer, has joined the network's Hollywood production staff.

RICK FREERS, James J. Wills, Charles Morton and David Hutton, television producers, have joined Independent Television Producers of the West Coast, Hollywood.

JACK WELLS, released from the Army after three years service, has joined the announcing staff of KODY North Platte, Neb.

HOMER LANE, with NBC before entering the Army in December 1942, has joined CBS as assistant to the supervisor in network operations, replacing William Walker, who has been named sales service manager of WABC, CBS' New York outlet.

DICK ESKELSON has been appointed assistant production manager of KUTA Salt Lake City.

BETTY JONES, formerly in the publicity department of WBBM Chicago, succeeds Peggy Byrne, resigned, as publicity writer and trade news editor.

CHARLOTTE INGALLS, former market editor of AP, has joined the WBBM Chicago news staff.

Paige to WHOM

JACK PAIGE, promotion director of WNAX Yankton, S. D., has been appointed to a similar post at WHOM Jersey City, which has been added to Cowles group. Mr. Paige, who also handled promotion for the second annual Midwestern Farmers Day, is expected to come East around Oct. 15 to take up his duties. The post at WHOM is a new one. Gladys Miner has been added to the staff as secretary of Craig Lawrence, newly appointed general manager of WHOM. Miss Miner comes from the Katz Agency and previously served with WWNC Nashville, N. C. and Air Features.

DON DOOLITTLE, announcer for more than a year at WJJD Chicago, has been promoted to chief announcer.

MARTIN GOSCH, former Hollywood radio producer, and now with MGM in production capacity, is the father of a girl.

1ST LT. GENE FILIP, who was wounded in action, has received a medical discharge from the Army and has returned to the news staff of WGN Chicago.

RANNY DALY, production manager of WING Dayton, O., has returned to the station after two years' service as sergeant in the Marine Corps.

RICHARD DICKOFF, new to radio, has joined the announcing staff of WMAM Marinette, Wis.

RAY BUFFUM, program director of KPO-NBC San Francisco, has resigned effective Oct. 15 to join Republic Pictures as writer.

WINFIELD LEVI, former promotion director of WSAI Cincinnati, last week was promoted to captain, Air Corps, Space Control Officer, in Miami. He is slated shortly for overseas duty.

SIG ROUSH, Stan Trout and Ed Henry are new additions to the announcing staff of WHIO Dayton. Bill Hamilton, former WHIO program director, has accepted an ensign's commission in the Navy and is stationed in Maryland. Mary Waters has joined the WHIO continuity department. Betty Jane Buehrle is a new addition to the newsroom staff of WHIO.

CONSTANCE DEVER, traffic manager of WORL Boston, was to be married Sept. 16 to Charles A. Reynolds, Boston accountant.

Students Placed

OVER half of the 110 students available for employment following graduation from this year's Summer Radio Institute, conducted by NBC in conjunction with Northwestern U, had been absorbed by the industry less than two weeks after the close of the session, according to Judith Waller, co-director of the Institute, and public service counsellor for NBC's central division.

JOHN McKENZIE, soloist in the Don Large Chorus at WJR Detroit, has been named director of the chorus, succeeding Don Large, director for 13 years, who now is serving in the Navy as an assistant chaplain.

JOHN BECKER, director of *Trans-Atlantic Call*, CBS-BBC program, and Lucille Russell of NBC Radio Recording Division were married Sept. 12.

PAT KIBLER, former music director and traffic manager of WCOL Columbus, more recently publicity manager of Bernard Dudley, radio announcer, has joined NBC as assistant to Marion Noyes, manager of the literary rights division of the script program.

PVT. RICHARD MAWSON, USMC combat radio correspondent and former program director of WBAX Wilkes Barre, Pa., has been assigned to Pacific duty.

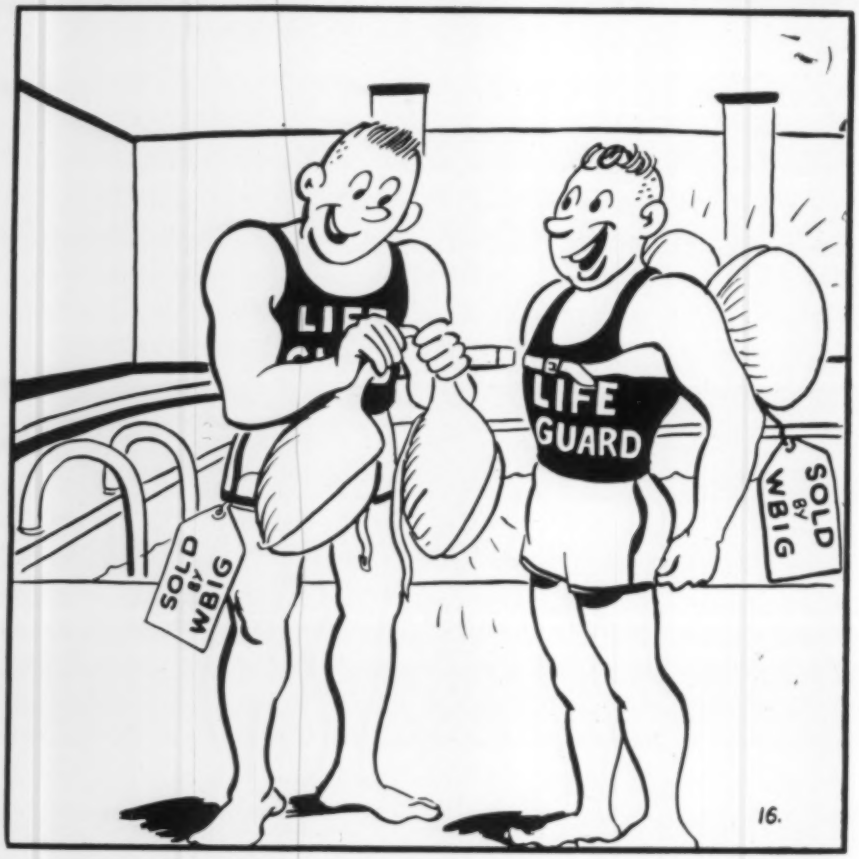
STAN LOMAX, sportscaster of WOR New York, has been re-elected to his second year as president of the New York Sports Broadcasters Assn. Other officers elected include Bill Stern, NBC, and Sam Taub, WHN, WMCA, vice-president; Tom Slater, MBS, secretary; Jim Dolan, CBS, treasurer and Ted Husing, CBS, chairman of the board of directors.

JAMES McMILLEN, formerly of WIBG Philadelphia, and Roma Carpenter, a graduate of the American Academy of Dramatic Arts, New York, are two new additions to the announcing staff of WTBO Cumberland, Md.

FRANCIS X. ZUZULO has joined Mutual's press department, assigned to night duty with emphasis on handling news stories. Mr. Zuzulo has been associated in the past with the radio department of the UP. He comes to Mutual after two years' service as captain in the Army.

THOMAS GRANDIN, Blue Network war correspondent who has been attached to the network's London staff, is now in this country on sick leave, recovering from injuries received while on assignment in Normandy. He returned about three weeks ago.

IT TAKES KNOW-HOW AND PRESTIGE



TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. **WBIG** CBS

GREENSBORO, N. C.

Represented by Hollingberry

WDRC

HARTFORD 4 CONNECTICUT

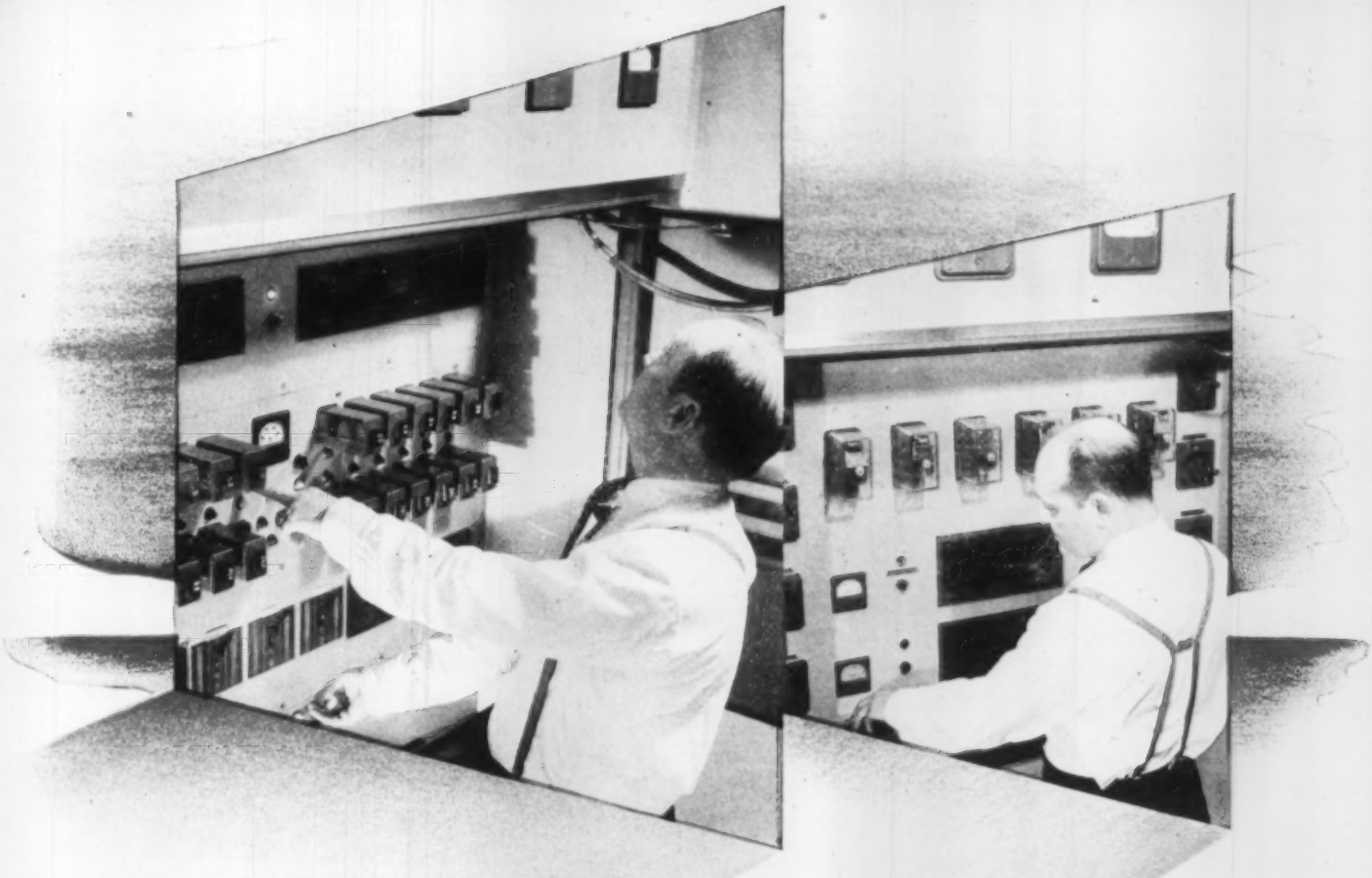
WDRC—FM

A Million For Your Spots!

WDRC gives your advertising message wings—to reach a million people in the station's Primary Listening Area. WDRC, Hartford, is the Basic Columbia Station for Connecticut.

USE WDRC TO CONNECT IN CONNECTICUT

CBS



CONSIDER *Simplicity of Control*

WHEN YOU SELECT A NEW TRANSMITTER

Easy to put on the air, easy to keep on the air . . . that's what you want in a transmitter, and that's what Westinghouse equipment assures.

Specifically, here are some of the features that make for operating simplicity in Westinghouse Transmitters:

1. One Master Control puts the transmitter on the air and cuts the power off at the end of the broadcast period. It is impossible for power to be applied in the wrong sequence.
2. Individual Tuning and Adjustment Controls are mounted on the front panel, easily accessible.
3. Indicator Lights Flash Circuit Conditions to Operator, indicating instantly which circuit requires attention.
4. Simplified Circuits—require a minimum of tubes . . . no tricky wiring.
5. "De-ion" Breakers Show Outage Location, providing fuseless protection for the low-voltage power circuits.

Simplicity of Control is only one feature of Westinghouse Transmitters. Others equally important are: ***Low Operating Cost, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.***

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

J-08080

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES — OFFICES EVERYWHERE

. . . A M • E L E C T R O N I C S • F M

NBC BASIC NETWORK STATION

WDEL

1150 KC

Wilmington, Delaware

5000 WATTS

DAY & NIGHT

Sales Representative

PAUL H. RAYMER

Radio Advertisers

GROVE LABS, Inc., New York, as part of its spot radio campaign for 4-Way Cold Tablets, effective Sept. 18, starts five-weekly five-minute news programs on WJZ New York for 26 weeks. Agency is Donahue & Coe, New York.

BARNEY'S, New York, men's clothing store, with the renewal of its radio schedules in the metropolitan area through next year, enters its 12th consecutive year in radio advertising, according to Emil Mogul Co., New York, agency in charge. Renewal for coming year covers total of 22 ten-minute programs, 34 quarter-hours, and 121 "musical jingle" discs weekly on WNEW WMCA WPAT. Schedules on WLIB and WHOM not ready for renewal, continue.

ATLAS BREWING Co., Chicago (Atlas Prager), began sponsorship Sept. 11 of quarter-hour program featuring the Dinning Sisters, five times weekly, for three weeks on WMAQ Chicago. Starting Oct. 4th, format of show changes to feature the Vagabonds for 52 weeks. Agency is Olian Adv., Chicago.

G. SCHIRMER Inc., New York, music publisher, will use radio for the first time, as sponsor of twice-weekly quarter-hour *Musical Memory* program, and a weekly live spot announcement on WQXR New York, beginning Oct. 27. In addition to promoting its sheet music, Schirmer will advertise musical toys, records and albums available in its New York stores. Business placed direct.

ARMOUR & Co., Chicago (Mayflower margarine, meat products), has begun spot announcements on KCKN Kansas City, Kan., five times weekly, 13 weeks. Agency is Foote, Cone & Belding, Chicago.

PETER FOX BREWING Co. Chicago (Fox DeLuxe beer), on Sept. 11 started a four-week quarter hour program of transcribed music on WMAQ Chicago, Monday through Friday. Schwimmer & Scott, Chicago, is agency.

O'BRYAN Bros., manufacturers of overalls and work clothes, on Sept. 16 started sponsorship on WSM Nashville of a weekly half-hour hillbilly program.

R. B. THOMAS has been named vice-president and chief administrative and executive assistant to H. W. Roden, president of American Home Foods Inc., it was announced last week. He has been vice-president of Harold H. Clapp Inc., AHF affiliate.

GROVE LABS., St. Louis, starting Sept. 17 sponsors three-weekly five-minute war commentaries on WSPA Spartanburg, S. C. Consolidated Drug Co., for Peruna and Kolorbak, has resumed six-weekly half-hour *Hillbilly Hit Parade*, after summer layoff.

SLACK Furniture Co., St. Louis, has started its 15th consecutive year of advertising on KMOX St. Louis. Schedule for the next year calls for 832 quarter-hours.

PERFECT CIRCLE Co., Toronto (piston rings), has started five-weekly announcements on 10 Canadian stations, and six-weekly newscasts on CKEY Toronto. Account was placed by McConnell, Eastman & Co., Toronto.

LYMAN AGENCIES Ltd., Toronto (Tintex dyes), has started spot announcements three and five times weekly on 23 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

AMERICAN INSTITUTE of Food Products, New York, in behalf of the products it tests and approves for member companies, will sponsor *For Women Only* on WHN New York, Monday through Friday 1-1:30 p.m., for 52 weeks, starting Oct. 2. The Institute also sponsors *The Food & Home Forum* on WOR New York. Business placed direct.

MARKING its first use of radio, Benjamin & Johnes, New York, will promote Bien Jolie corsets on WOR New York in a weekly Sunday quarter-hour program *Voice of Broadway*, which began Sept. 10. Dorothy Kilgallen, columnist, presents Broadway and Hollywood news. The series is a test, and was placed through Alfred F. Tokar Adv., Newark

MARLON CONFECTIONS Co., New York, Sept. 11 was to enter radio for the first time with a test campaign on WHN New York using a thrice-weekly five-minute musical program and Dick Gilbert, record m.c., on a thrice-weekly quarter-hour basis. Business placed by Accurate Adv., New York.

PERSONNA BLADE Co., New York, which has been using spot radio in New York, has appointed J. D. Tarcher & Co., New York to handle advertising. There are no future radio plans at present.

C. D. WING, former account executive of Maxon Inc., Detroit, has been named director of advertising and sales promotion of the Nash Motors division of Nash Kelvinator Co., with headquarters in Detroit.

SHIPSTAD & JOHNSON, Chicago, in a five-week campaign ending Sept. 25, is using a total average of 30 transcribed one-minute and station break announcements daily on 16 Southern California stations to promote Los Angeles showing of *Ice Follies of 1945*. Allied Adv. Agencies, Los Angeles, has the account.

TIDEWATER Associated Oil Co., San Francisco, on Sept. 24 starts a schedule of 20 Pacific Coast collegiate and servicemen football games on KMPC Hollywood. Placement is through Buchanan & Co., San Francisco.

PACIFIC AVIATION Co., Los Angeles (employment), in addition to three transcribed announcements per week, on Sept. 9 started sponsoring thrice-weekly, quarter-hour participation in *Make Believe Ballroom* on KFWB Hollywood. Firm also started using six transcribed announcements weekly on KFAC, with 12 per week on KFVD. Contracts are for 13 weeks. Placement is through Dean L. Simmons Adv., Hollywood.

DESERT Grapefruit Industry Committee, Phoenix, Ariz. (fresh grapefruit), plans a regional campaign starting in January with spot announcement and participation schedule. Agency is J. Walter Thompson Co., Los Angeles.

FOLLOWING acquisition of controlling stock interest in Schutter Candy Co. by Universal Match Corp., this trio representing both companies gathers for discussion of postwar expansion plans. L to r are Harry Golden, sales manager of Universal Match; S. M. Rosenberg, vice-president and director of sales for Universal Match and its affiliates; Paul R. Trent, vice-president and sales manager of Schutter Candy. Schutter will continue operations under its same management, it was stated.

THE IT Co., Toronto (shoe cleaner), has renewed singing spot flashes on CFRB and CKEY Toronto. Account was placed by R. C. Smith & Son, Toronto.

GILSON MFG. Co., Guelph, Ont. (heating equipment, washing machines), has started weekly *Home-Town Philosopher* on CFRB Toronto. Account was placed by R. C. Smith & Son, Toronto.

CONSOLIDATED BISCUIT Co., Chicago, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio plans are being considered.

KELLOGG Co. of Canada, London, Ont. (cereals), has started transcribed musical shows 5 times weekly on a number of Canadian stations. Account was placed by J. Walter Thompson Co., Toronto.

LONDONDERRY Ice Cream Mix, San Francisco, is sponsoring Lou Holtz (transcribed) on KGO San Francisco, Monday through Friday 6:15-6:20 p.m. (PWT). Contract, placed through Brisacher, Van Norden & Staff, San Francisco, is for 13 weeks.

CHURCHES OF CHRIST, Glendale, Cal. (religious), on Sept. 3 started weekly quarter-hour program featuring Rev. Gene Valentine on 13 ABC Pacific stations, Sun. 2-2:15 p.m. (PWT). Contract is for 52 weeks. Station list includes KPMC KTRB KHUB KSRO KHSL KWLK KVCV KWJJ KVI KPRO KRNR KSAN KPQ. Placement is through V. G. Freitag Adv., Los Angeles.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

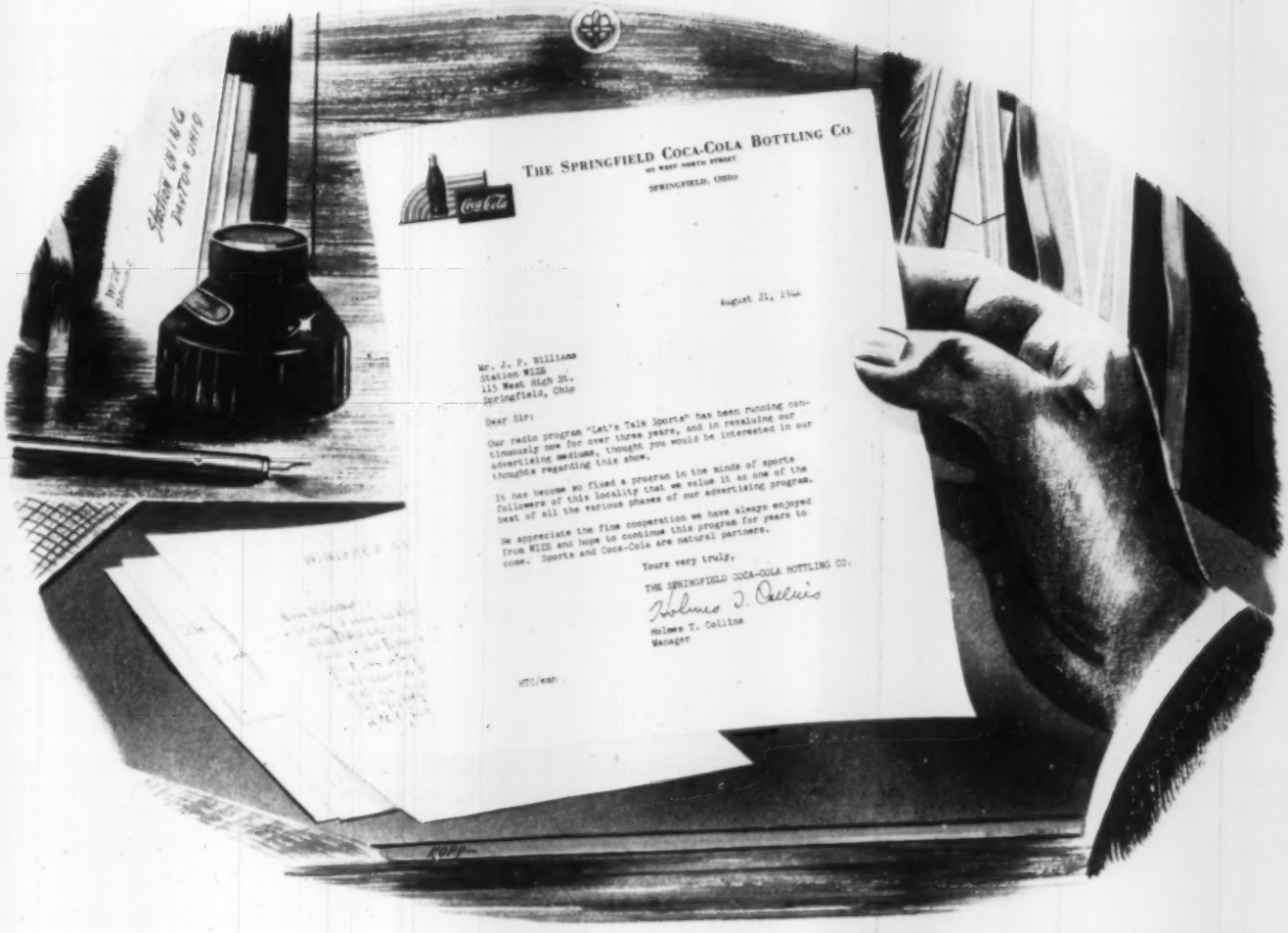
2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station


THE SPRINGFIELD COCA-COLA BOTTLING CO.
SPRINGFIELD, OHIO
August 21, 1944
Mr. J. P. Williams
Station WIZE
115 West High St.
Springfield, Ohio
Dear Sir:
Our radio program "Let's Talk Sports" has been running continuously now for over three years, and in revaluing our advertising mediums, thought you would be interested in our thoughts regarding this show.
It has become so fixed a program in the minds of sports followers of this locality that we value it as one of the best of all the various phases of our advertising program.
We appreciate the fine cooperation we have always enjoyed from WIZE and hope to continue this program for years to come. Sports and Coca-Cola are natural partners.
Yours very truly,
THE SPRINGFIELD COCA-COLA BOTTLING CO.
Holmes T. Collins
Manager

For minimifidians ONLY!

A minimifidian according to Websters unabridged is "one who doubts."

This ad is directed only to those who doubt that station WIZE is Springfield, Ohio's dominant advertising medium.

As a little added proof we show one of the many letters from our files of success stories.

A letter like this speaks for itself. Just remember, to reach and sell this market you must use WIZE. No other media or outside station can do it for you.

BLUE NETWORK

WIZE

Springfield, Ohio

WEED AND COMPANY NATIONAL REPRESENTATIVES

Agencies

TOM O. MORRIS Jr., formerly in sales promotion department of CBS Hollywood, has been appointed Los Angeles manager of Botsford, Constantine & Gardner. He succeeds Richard C. Brush who resigned to re-establish his own agency in Waco, Tex.

PAUL A. RICKENBACHER, former head of the radio talent department of Young & Rubicam, New York, has joined Foote, Cone & Belding, New York, where he will specialize in the radio, merchandising and exploitation phases of the agency's motion picture accounts. He will also have special assignments in connection with the agency's television activities.

GEORGE H. GIESE, former accountant with Ward Wheelock Co., Philadelphia, has joined McCann-Erickson, New York, as account executive.

BENNETT BATES, on inactive duty after two years in the Marine Corps, has rejoined Erwin, Wasey & Co., New York as vice-president.

JEAN E. MacCLATCHIE and Ted Byron have joined the copy department of N. W. Ayer & Son. Miss MacLatchie, formerly in the copy department of Ivey & Ellington, Philadelphia, will work in the Philadelphia office and Mr. Byron, formerly on the production staff of OWI, is in the New York office.

JOHN SMITH, formerly head of his own advertising agency in Los Angeles, has joined the media department of Export Adv. Agency, New York. Mr. Smith will make a study of South American radio.

JEAN BRUYERE, former production manager of Chas. Dallas Reach Co., Newark, previously with Paris & Peart, New York, and the Paris office of McCann-Erickson, New York, has been named production manager of Doherty, Clifford & Shenfield, New York.

Burbach to Agency

GEORGE M. BURBACH Jr. joins the radio department of McCann-Erickson, effective Sept. 18. He has been eastern sales service supervisor of MBS for the past year and prior to that time was with NBC for eight years.

C. F. HENTHORNE, formerly with Henri, Hurst & McDonald, Chicago, has joined the Buchen Co., Chicago, as account executive.

MELVIN G. GRINSPAN, former general manager of Goldberg Adv. Agency, has joined Kuttner & Kuttner Adv., Chicago, as radio department head.

RUTH KNIGHT BARRETT, former production manager of McCann-Erickson, Minneapolis, has joined Almon Brooks Wilder Inc., Chicago, as production manager.

LEAH BROWN, former advertising and promotion manager of Saks Fifth Ave., Chicago, has joined the copy staff of Weiss & Geller, Chicago.

DR. RALPH L. POWER, Los Angeles radio counsellor, has been elected permanent secretary-treasurer of the newly formed Trained Seals' Chowder & Marching Club, which consists of ex-inspectors from San Francisco Signal Corps Inspection Zone.

SCOTT ITTNER, former advertising manager of the Heiss Hotels, St. Louis, has joined the Gardner Adv. Co., St. Louis, in an executive capacity.

ROBERT BOYD, formerly with Wm. G. Rambeau Co., Chicago, station representatives, and most recently with Addresso-Graph Co., has rejoined the sales staff of Wm. G. Rambeau Co., Chicago.

Harrington Will Resume Y&R Radio Post Oct. 2

THOMAS F. HARRINGTON, vice-president and director of radio of Young & Rubicam Inc., New York who has been on leave of absence to recover from an illness, will resume his executive duties Oct. 2, according to Sigurd S. Larmon, president. Announcement of Mr. Harrington's recovery and return to active duty had been made to the Y&R radio staff the preceding week at a luncheon at the Hotel Biltmore, New York.

Mr. Harrington

Associated with Mr. Harrington in supervising Y&R radio activities are Hubbell Robinson Jr., vice-president and executive manager, who has been acting radio chief, Joseph A. Moran and Harry Ackermann, associate directors. Mr. Robinson will supervise day-by-day operations in the radio department, while Mr. Harrington will serve as overall coordinator and supervisor of all Y&R radio in general. Mr. Robinson left New York last week for the West Coast.

W. C. Gilchrist

WILLIAM CLINTON GILCHRIST, 47, director of Cockfield, Brown & Co., Toronto advertising agency, died at Toronto Sept. 8. Born in Buffalo, he came to Sarnia, Ont., as a boy, and after returning from overseas during the First World War, joined the newly formed Cockfield, Brown & Co. He had been a director of the agency for 11 years.

FACTS FOR YOUR FILE ON THE...

Los Angeles-Long Beach Market

Heart of the Southern California market, greatest west of the Mississippi, is the Los Angeles-Long Beach area. Here are concentrated hundreds of the West's leading industrial plants, employing more than a million men and women. Total population of this vast, rich area is now over three million! And Los Angeles-Long Beach has probably the greatest **future** of any major market in the nation!

1. PER CAPITA INCOME AMONG HIGHEST IN NATION

The average annual per capita income in Los Angeles is far above the national average . . . in Long Beach, it's the highest in the nation! Reason is that employment and wages are at all-time highs. **KGER's programs are tailor-made for this audience of working people with money to spend!**

2. KGER ANNUAL BILLING UP MORE THAN 73% SINCE 1940

. . . with further substantial gain indicated for 1944! Other advertisers have proved the surprising resultfulness of KGER, with its complete, intensive coverage of the entire Los Angeles-Long Beach market. **KGER belongs on every schedule for Southern California!**

"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

KGER

OWNED AND OPERATED BY MERWIN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS

Spartanburg, S. C.

Represented by Hollingbery

ADVERTISERS CONSISTENTLY RENEW AT WFBR*

Advertisers like to keep their programs on the Baltimore station that does the job!

Real friends stick with you through the years. And when that happens in radio . . . when advertisers renew contracts year after year . . . look for two big reasons—*service* and *listeners!*

WFBR has been delivering plenty of both in Baltimore for a long, long time . . . that's why advertisers stay with us!

Here are the facts!

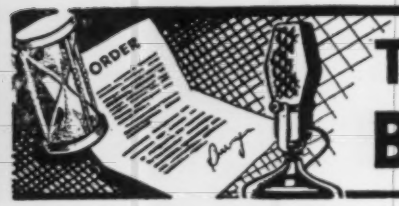
A quick glance at the record shows that: our oldest advertiser has been on the air with us for over thirteen years . . . then, there are 2 advertisers for eleven years, 1 for ten years, 3 for nine years, 3 for eight years and 3 for six years. These are just our oldest consistent advertisers. The great majority of WFBR's advertisers, both local and national, have enjoyed solid sales results for periods of three to six years.

The fact that so many advertisers like our station well enough to consistently renew is just part of the story that we have been telling advertisers right along . . . that in Baltimore, a market of a million, it's just good business to put your shows on WFBR.

•

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

***ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!**



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA Pittsburgh

Park & Tilford, New York (Tintex), 3 *sa* weekly, thru Charles M. Storm Agency, N. Y.
Grove Labs, St. Louis, 3 *ne* weekly, thru Russel M. Seeds Co., Chicago.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), *ne* weekly, thru Rogers & Smith, Chicago.
Rumford Chemical Works, Rumford, R. I. (baking powder), 3 *sa* weekly, thru H. B. Humphrey Co., Boston.
Seeck & Kade, New York (Pertussin), 2 *ne* weekly, thru Erwin, Wasey & Co., N. Y.
Hubinger Co., Keokuk, Ia. (Quick Elastic Starch), *sa* weekly, thru Ralph Moore, Inc., St. Louis.
Quaker Oats Co., Chicago (Ful-O-Pep feeds), *t* weekly, thru Sherman & Marquette, Chicago.
Standard Brands, New York (Blue Bonnet Margarine), 5 *sa* weekly, thru Ted Bates Inc., N. Y.

WJZ New York

Curtis Pub. Co., Philadelphia (*Sat. Eve. Post*), 3 *t* weekly, thru MacFarland, Aveyard & Co., Chicago.
Musterole Co., Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N Y.
Luden's Inc., Reading, Pa. (cough drops), 2 *sa* weekly, 26 weeks, thru J. M. Mathes, N. Y.
American Chicle Co., Long Island City, N. Y. (Sen-Sen), 2 *sa* weekly, thru Badger, Browning & Hersey, N. Y.

CKSO Sudbury, Ont.

Tip Top Tailors, Toronto (chain stores) 3 *sa* weekly, thru McConnell, Eastman & Co., Toronto.
Louis K. Ligget Co., Toronto (chain druggists) *t* weekly, thru Ronalds Adv. Agency, Toronto.

WLIB Brooklyn

Penik and Ford, New York (My-T-Fine Dessert), 15 *t* weekly, 52 weeks, thru BBDO, N. Y.
New York Telephone Co., New York (help), 3 *sa* weekly, 13 weeks, thru BBDO, N. Y.

KFI Los Angeles

Sparkletts Drinking Water Co., Los Angeles (Sparkletts), 3 *sp* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.
Santa Fe Railway Co., Los Angeles (employment), 52 *sa*, 13 weeks, thru Leo Burnett Co., Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox), 3 *sp* weekly, 13 weeks, thru J. M. Mathes Inc., New York.
Sunway Fruit Products Co., Chicago (Freshie), 52 *sa*, thru Sorenson & Co., Chicago.
Cracker Jack Co., Chicago, *ne* weekly, 52 weeks, thru Rogers & Smith Adv., Chicago.
Wilbert's Products Co., New York (polish), 4 *sa*, 3 *sp* weekly, 13 weeks, thru Duane Jones Co., N. Y.
Crowell-Collier Publishing Co., Philadelphia (*Collier's*), 58 *sa*, 13 weeks, thru Arthur Kudner Inc., N. Y.
General Electric Co., New York (Mazda lamps), 260 *sa*, 52 weeks, thru BBDO, N. Y.

WLAG LaGrange, Ga.

Puritan Mills, Atlanta (My-T-Pure flour), 26 *sa*, thru Eastburn & Siegel, Atlanta.
Wm. B. Reilly Co., New Orleans (Luzianne coffee) 8 *sa*, *ta* weekly, 52 weeks, thru Walker-Saussy Adv., New Orleans.
Cat's Paw Co., Baltimore (heels & soles), 6 *ta* weekly, 52 weeks, thru S. A. Levyne Co., Baltimore.
Muir Photo Labs, Grand Rapids, 26 *sa*, thru Wallace-Lindeman, Grand Rapids.
Lane Drug Co., Atlanta, 28 *ta* weekly, 52 weeks, thru Eastburn & Siegel, Atlanta.
Plough Inc., Memphis (St. Joseph Aspirin Penetro), 10 *ta* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
W. B. Caldwell Co., Monticello, Ill. (Laxative-Senna), 5 *ta* weekly, 52 weeks, thru Sherman & Marquette, Chicago.

KYW Philadelphia

Grove Labs, St. Louis, 5 *ne* weekly, 26 weeks, thru Russel M. Seeds Co., Chicago.
Hubinger Co., Keokuk, Ia. (starch), *sa* weekly, thru Ralph Moore, St. Louis.
Dr. D. Jayne & Son, Philadelphia, 5 *sa* weekly, 28 weeks, thru J. M. Korn, Philadelphia.
Penick & Ford, New York (My-T-Fine dessert), 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.

KPAS Pasadena, Cal.

Consolidated Products, New York, 3 *sp* weekly, 26 weeks, thru Bert S. Gittins Adv., N. Y.
Oakite Co., New York (Oakite), 3 *sp* weekly, 13 weeks, thru Calkins & Holden, N. Y.

WHOP Hopkinsonville, Ky.

Pepsi Cola Bottling Co., Long Island City, N. Y., 14 *ta* weekly, 39 weeks, thru Newell-Emmett Co., N. Y.
Groves Labs, St. Louis (Pazo ointment), 6 *ta* weekly, 52 weeks, thru Russell M. Seeds Co., Chicago.
Midcontinent Petroleum Co., Tulsa (D X products), 7 *ne* weekly, 52 weeks, thru R. J. Potts, Calkins & Holden, Kansas City.
B. C. Remedy Co., Durham, N. C. (headache powder), 7 *ta* weekly, 52 weeks, thru Harvey Massengale, Durham, N. C.
Stanback Co., Salisbury, N. C. (headache powders), 7 *ta* weekly, 52 weeks, direct.
Gospel Broadcasting Assn., Pasadena, Cal. *t* weekly, 52 weeks, thru R. H. Albers Co., Los Angeles.
Fleet Coffee Co., Dallas, 10 *ta* weekly, thru Nelson-Chesman Co., Chattanooga.
Dr. Pepper Bottling Co., Dallas, 7 *ta* weekly, 52 weeks, direct.

KQW San Francisco

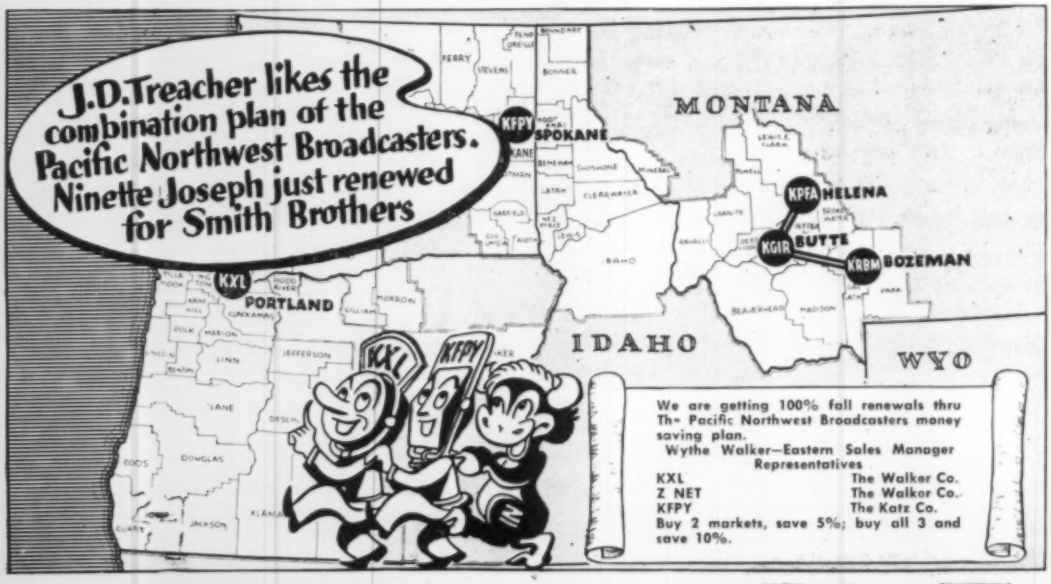
Bell Brook Dairies, San Francisco (milk), 5 *sa* weekly, 13 weeks, thru Botsford, Constantine & Gardner, San Francisco.
Hunt Bros. Packing Co., San Francisco (canned foods), *sa* weekly, 52 weeks, thru Garfield & Guild, San Francisco.
20th-Century-Fox Film Corp., San Francisco ("Wilson"), 16 *sa* weekly, direct.
Pierce's Proprietaries, New York (Golden Medical Discovery), 2 *sa* weekly, 52 weeks, thru Duane Jones Co., N. Y.
Milens Jewelers, Oakland (jewelry), 2 *sa* weekly, 52 weeks, thru Theo. H. Segall Adv. Agency, Oakland.
The Musterole Co., New York (Musterole), 4 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

WABC New York

Gallowhur Chemical Co. (Skat insecticide), 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.
M. Louis Products, N. Y. (Egg Nog Shampoo), 2 *sa* weekly, thru Hirshon-Garfield Inc., N. Y.
Twentieth Century Fox Film Corp., N. Y., 2 *sa* weekly, thru M. H. Hackett, Inc., N. Y.
Abraham & Straus Dept. Store, Brooklyn, N. Y., 3 *sp* weekly thru Neff-Rogow, Inc., N. Y.
Corinthia Inc., N. Y. (lipstick) 6 *sa* weekly thru Arthur Rosenberg Co., N. Y.
Savings Bank of N. Y. State, 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

KFI Los Angeles

United Artists Studio Corp., Los Angeles (motion pictures), 42 *sa*, 52 weeks thru Glasser-Gailey & Co., Los Angeles.



Atlantic Broadens Football Schedule

High School and Pro Games Are Added by Oil Company

ATLANTIC REFINING Co., Philadelphia, which last month announced plans for sponsorship of high school, college and professional games [BROADCASTING, Aug. 14] has issued a schedule for each group of games to be broadcast.

A network of 73 stations comprises the Atlantic Football Network and covers the Atlantic seaboard as far south as Miami and an area westward to Cleveland. 89 college, 57 high school and 21 professional games will be covered, including a number of games in the Middlewest.

Sponsorship of the eight Navy games marks the first time that a commercial radio sponsorship of the Naval Academy's team has been authorized. Six home and two out-of-town games are scheduled.

Stations on the high school schedule are:

WRAK WARM WBAX WAZL WEEU WKOK.

The Atlantic Football Network for 1944 consists of:

WSAN WFBG WFPG WRDW WBAL WNBF WNAC WICC WGR WISR WBT WCHV WTAM WBNS WBTM WCED WDNC WEST WENY WERC WSAR WEIM WHAI WJEJ WSVA WKBO WHYN WHCW WMBR WJAC WLNH WGAL WMRF WLLH WLVA WMAZ WFEA WFTL WNBH WKST WELI WNLC WOR WDBO WCAU WIBG WFIL KDKA WWSW WBRK WHEB WEAN WPTF WEEU WRNL WDBJ WHEC WSYB WBOC WSAV WGY WARM WBZA WKOK WSYR WMBS WJPA WATR WBAX WRAK WDEL WAAB WORK.

The professional games will be carried over two stations: WWSW and WIBG.

Sets for Canada

RADIO SETS will be among the first items to be allowed to be manufactured for civilian use, with an easing of war production, it is learned at Ottawa. It is expected that radio and signal communication equipment in 1945 will be only at half the 1944 production for war use, according to the present war outlook. Plans are all ready to allow the radio industry to resume civilian production in order to take up the slack which will come in any event in a few months' time, and which may come sooner if the European war ends suddenly. Currently some 35,000 people are employed in radio communication and instrument manufacture.

Capt. Denslow Recovering

CAPT. WILLIAM R. DENSLOW, now on leave as farm director of WGN Chicago, is in a field hospital overseas recovering from combat exhaustion, according to word received last week. Capt. Denslow, liaison officer for a tank battalion, was carried from his post of duty after 61 days in France.

WESTERN Electric & Manufacturing Co. Steam Division plant and the 30th St. Manufacturing & Repair plant at Lester and Philadelphia, have been presented fourth renewals for their Army-Navy "E" awards.

"This is all we have left, Henry—advertising on WGN has somewhat simplified our inventory."

WGN carries more retail, local and national spot business than any other major Chicago station.

A CLEAR CHANNEL STATION

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal., San Francisco, Cal.

No. 2 Candidates Show Flaws

(*Continued from page 13*)

spects than Gov. Dewey as a broadcaster. He has much more limited range in voice-pitch. His diction is less clean-cut than Dewey's. This is largely because he does not, as a rule, enunciate his consonants with that sharpness which helps to give a biting precision to Dewey's vibrant, dynamic utterance.

Bricker lets down sometimes into a "relaxed" manner of pronunciation of which Dewey is never guilty; he is capable of saying "compny" for *company*, "constutooshnl", "ndooring", "intrust" for *interest*, "nd" or "n" for *and*.

On the other hand, occasionally he gives to certain words an exaggerated distinctiveness, an overpreciousness, which reminds one of the more or less standard affectations of pulpit oratory. To give an effect of emphasis, he spaces out words and even splits them into separate syllables: "po-lit-i-cal", "ques-tions", "per-fec-tion", "e-lections", "pee-pul".

Some of his little mannerisms, no doubt cultivated unconsciously, are of the kind that are really downright incorrect: "unknow-en", "stay-bility", "doe-mestic". He has a slightly British way of pronouncing "courage and "American"; he has learned to say "program" instead of the natural, logical, correct American *program*.

Yet though Bricker rates below his chief on the purely linguistic side of speaking, he may perhaps rank somewhat higher than Dewey in the handling of rhetorical effect —when, that is, he is really *speaking*. He chooses words well for effective impression, and has a genuine gift of originality in his manner of saying things, a creative ability to hit off an idea with a combination of words that makes you see the thing in a new light.

He has the knack of the alliterative phrase which works such magic in English—"cunning cultists", "dictatorship and despotism"—and he has also the good sense not to overwork that bit of technique. In fact, he may well offer a positive contribution to Republican campaign oratory in the way of a certain warmth of color and emotionalism which at times makes Gov. Dewey's speeches seem slightly cold by comparison. We may be pretty sure that Bricker will hold up his end.

Room for Improvement

When he reads from a manuscript, Bricker has a tendency to depart from the natural pitch and timing of living speech. He will break up sentences in queer ways, as if influenced by faulty punctuation. The visual effect of a typewritten sheet makes him pronounce "a" or "the", or subordinate phrases like "with them" or "of it", the way we pronounce such words when we single them out and *mention them*, but not when we actually use them in a sentence. Sometimes he misreads his script and has to correct himself. In short, he has room for improvement in oral reading. He falls too easily into an intonation which simply does not bring out the natural rhythm and emphasis of idiomatic English.

We need not be surprised, however, if Gov. Bricker improves rapidly in his broadcasting habits. He showed at Chicago how he could rise to an occasion, and he can display the same ability in lesser matters. Comparison of his public speeches with his addresses made exclusively by radio proves that he knows something about adapting himself to radio audiences. No doubt it is the same quality of adaptability which has earned him an excellent reputation in press conferences and interviews.

The effect might seem ironical or even rather ridiculous, if a Vice-Presidential candidate were a better speaker than his running-mate, the nominee for the supreme office. Perhaps there have been times in the past when just such an effect would have been felt, had radio been functioning then as now to make the general public aware of it by focusing attention upon the voice alone. At all events, the present campaign involves no such situation. As a radio personality, neither candidate for the Presidency is in any danger of being outclassed by his immediate subordinate.

On the Democratic side, the top-ranking pair are far apart in their quality as speakers. In contrast to the very effective voice and "charm" of the President, Mr. Truman's efforts appear amateurish at best. The Republican team is much better matched. Dewey has his points of clear superiority over Bricker, but they are not too many or too great. The man from Ohio will not do badly on the air; his opponent from Missouri is not likely to be nearly so impressive in any way.

There's a heck of a lot more to the WIBW market than just the farmer in the field. There are tens of thousands of workers in the huge plants and giant industries which manufacture, process and distribute farm products.

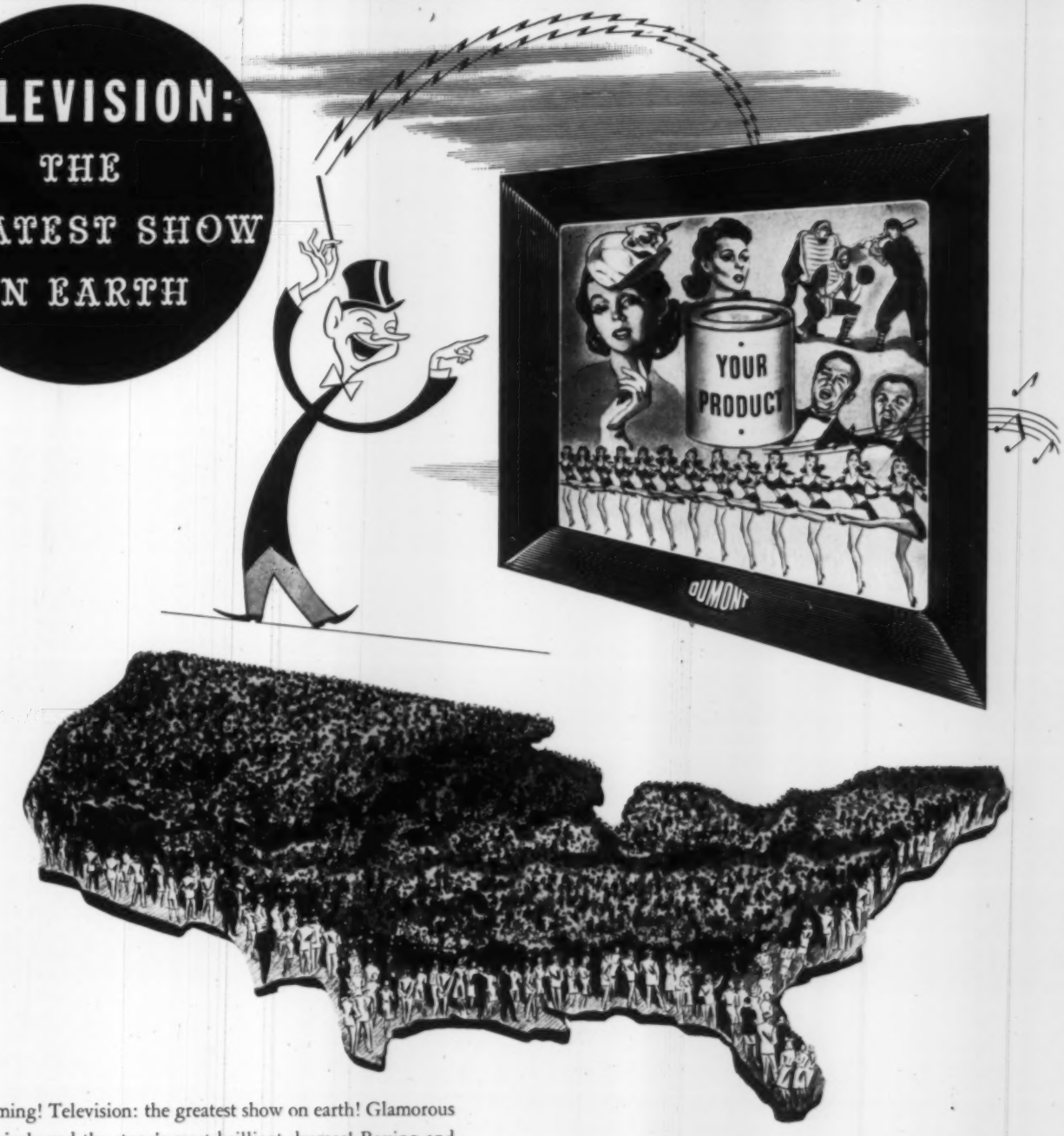
Remember too, the thousands of small towns and trading centers with their grain elevators, feed businesses, hardware and farm implement stores, doctors, dentists, and lawyers. Purchasing power has risen in each of these centers with the increased agricultural wealth in WIBW's six-state area.

These non-farm people are also consistent WIBW listeners because their income hinges directly upon the success of the farmer . . . their best customer. Yes, remember the *other* side of WIBW.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

TELEVISION: THE GREATEST SHOW ON EARTH



Coming! Television: the greatest show on earth! Glamorous musicals and the stage's most brilliant dramas! Boxing and ball games, races and wrestling! Parades, movie premieres and political conventions…running bumper to bumper in the most magnificent pageant ever dreamed!

There are sweet sales opportunities for your products and your services in Television's exciting peacetime parade. Today, effective commercial techniques are evolving in experimental programs conducted (for the past 18 months) by DuMont in collaboration with leading advertisers and their agencies. Sight-plus-sound selling is ready to roll! DuMont *pioneering* gave television its first really *clear* picture reception. DuMont engineering has lowered telecasting costs to the point where they make economic horse-sense. DuMont *experience* assures you of the maximum value, in peacetime, for every penny of your television time-buying dollar…you'll find it profitable to look into television. Get in touch with DuMont. Get in touch today.

Copyright Allen B. DuMont Laboratories, Inc., 1944

DuMont Television Studios and Telecasting Equipment Dept. of Allen B. DuMont Laboratories, Inc., Station WABD, 515 Madison Ave., New York 22, N.Y. General Offices and Plant, 2 Main Ave., Passaic, N.J.

DUMONT
TELEVISION
STATION WABD

Out of the Jungle--An Army Hookup

Eight Stations Cover New Guinea War Theatre

A NATIVE thatched hut in New Guinea has replaced the Radio City office for NBC's former advertising and promotion director, Ken R. Dyke. Now a lieutenant colonel, Information and Education Officer, U.S. Army Forces in the Far East, Col. Dyke writes *Broadcasting* of his Pacific radio activities. A top sergeant in 1917, his career between wars has included advertising director of Colgate-Palmolive-Peet Co., NBC executive posts, and OWI Director of Bureau Campaigns. Because of defective vision, Col. Dyke was turned down repeatedly by the Army before he finally was given his overseas assignment in late September, 1943.

I ARRIVED in this forward area base the other day in the midst of one of New Guinea's drippingest, most drenching downpours—jeeped out to quarters and believe it or not—the first thing that greeted my eyes was a copy of the April 3rd issue of BROADCASTING on the floor—muddy, bedraggled—but still BROADCASTING! What a field day I had getting caught up on radio—1944 model!

It's a long haul from here to that cozy office I used to have at NBC in Rockefeller Plaza—but I'm *still* in the radio business!

For the past ten months I've been Information and Education Officer, U. S. Army Forces in the Far East—and a more interesting and exciting assignment couldn't be concocted for an ex-radio guy.

Under our section we operate among other activities the SWPA "Jungle Network", consisting of eight stations stretching from one end of Guinea to the other! There's a 1,000 watter, a 450, a 250 and the balance 50's.

As you know there are Armed Forces Radio Stations operating all over the world—and we're the SWPA Network. Obviously, our "Jungle Network" is a network in name only—no line hookup—but we have a master-schedule setup by us at headquarters for all stations which you might call "network time"—and periods set aside for local "station time". And no FCC to argue about it!

My radio officer is Maj. Ted Sherdeman, ex-NBC and CBS, and among our station managers Lt. Wynne Orr, ex-NBC Chicago; Lt. Dick Wells, ex-NBC and WHO, and father of Iowa Broadcasting System; Capt. Ham Nelson, Y&R, and a flock of enlisted men with NBC, CBS, Mutual and independent station experience, including Tom Moore, J. Walter Thompson, WOR; John Deitrick, Ohio State U. Station (WOSU); Al Cohen, WXYZ, WYR; Ham O'Hara, CBS; Rolf Bayer, freelance radio actor and announcer; Bob Darby, KYW; Karl Schmidt, WHK, WHA, WHBC, WIBA and young Scott Bowen, WIBX. There's one thing about radio men—as soon as they hear a station is about to be activated in an area they're like old fire horses—they flock in from every outpost within ear-range, ex-actors, sound effects men, commercial salesmen, program directors, writers—who are now everything from paratroopers to staff officers—and we all get together, tilt a canteen of jungle juice or state-side beer and the bull-session sounds just like Toots Shor's or Louis and Armands at noontime in the good old days.

In the Raw

This is really radio in the raw, brother! Digging in a station site on a jungle hillside—getting the engineers to smack a bull-dozer through the undergrowth to clear the studio base (and discovering a Mills Brothers quartette in the process!)—setting up business and a Radio City opening in a native-thatched hut, with Papuan boys as pages—Jack Benny via transcription at the regular time Sunday night (and all the other top CAB ratings in their regular niches!)—picking up the first flash of the

"WFDF Flint was advertising plumbing service dear, and this is who we got."

NBC for Western Michigan

WOOD Grand Rapids

TOPS IN PROGRAMS

That's why WOOD has more than twice as many Grand Rapids listeners as any other station anywhere . . . . . .

PORTRAIT OF A HOUSEWIFE ENJOYING "GLOOM DODGERS"

She has just started the children off to school and her husband off to work. Quiet steals into the home. She takes time out for relaxation from the endless tasks of housework—time out to tune to the gay humor and whistleable music of **GLOOM DODGERS,** New York's own daytime variety show. She enjoys the music, singers, instrumental soloists, quick-witted emcees, the brilliant array of guest artists plus the latest news every hour. Built solely to give listening pleasure---**GLOOM DODGERS**---offers complete escape from the constant toil of a busy home, with as many as **10%** of all homes in the New York area tuned to this program.

LOTS OF FUN FROM NINE TILL ONE · MONDAYS THRU SATURDAYS

Ask a WHN representative about the new sales policy for this program.

WHN
NEW YORK
1050
50,000

Represented by
RAMBEAU

50,000 WATTS IN THE NATION'S No. 1 MARKET!

XUM

European invasion shortwave and getting all the thrills of an NBC newsroom out of flash bulletins throughout the evening and until 2 a.m.—then a call of commendation from the Commanding General of the area—that's better than a raise back in Rockefeller Plaza!

Then the trials and frustrations of "sweating it out" waiting for transportation—for example this week we're ready to move into two forward areas—our transmitters, generators and personnel all ready to go—but that good old New Guinea rainy season has grounded all planes and naturally ammunition and rations and ordnance have to be moved first in a coastwise strip. SO-O-O we sadly wait dock and strip-side—but within the next two weeks there'll be two more AFRS stations pumping out on the jungle air in a couple of spots where the Nips were pretty active a couple of months ago.

As to commercials—well, our clients are myriad, accounts many—but no rate cards. We sell accident prevention, War Bonds, security measures, advice on censorship of mail—in short anything that the command needs understanding and cooperation on from the GI's. And it works just as it does on Jello or Colgate.

And radio jungle-style is just as absorbing as it is at home—but with a feeling of urgency and importance that I'm afraid we'll all miss when we get back to the sidewalks of Radio City or Madison Ave.

New Transmitter

We've worked out a new lockermink size transmitter that works off a jeep battery—and Ted Sherdeman and I plan to take it on a trial run on the next operation and set her up on the beach and go into business. There's a fine built-in receiver and we tune in to shortwave programs from the States or from the nearest AFRS station—flip a switch and she automatically rebroadcasts within an area of about 3-4 miles radius. We hope to equip every SWPA task force with such a setup. We believe that broadcasting can and *should be* as mobile as troop movement itself. Ted calls it the "Purple Heart Special"—but adds "it can't be worse than those FCC hearings in 1941"!

Seriously, radio has a real place in this war. In addition to its great tactical uses, broadcasting over these field stations is making a major contribution to troop morale. The cooperation of advertisers and radio talent in making transcriptions of all the top shows available to the Armed Forces through Tom Lewis' efficiently functioning AFRS headquarters, Morale Service Division, Los Angeles deserves and gets highest citations from all of us out here.

Weekly Newsmap

In addition to radio, we're editing a weekly "Newsmap" covering the progress of the war on all fronts which is posted in every outpost in SWPA; an eight-page "Maptalk" with background material on the war and operations, for news discussions which are held each week; an SWPA newsreel, shown twice a month in all GI movie theatres; and our educational program includes an Armed Forces Institute in which we have over 20,000 GI's enrolled in correspondence courses. How's that for a batch of GI's who fight or work all day and still have time to do a little brainwork. You'd be amazed at the interest in study and the sincerity with which these kids tackle it in their off-duty time. We visited a negro engineer outfit the other night who reorganized a "Jungle University" with an elementary school (40% of these lads are illiterate and they're learning to read and write!); a business school (stenography and typewriting); a technical school, (auto repair, electricity, shoe repairing, bakery, etc.) and a school of higher education!

Radio at Night

The dean is an ex-Mission County superintendent of schools. These guys work all day on the roads of Guinea, up to their knees in mud or dust, and at night are doing this amazing, educational activity—all organized and instructed by their own men! Believe me it's thrilling and inspiring!

USMC Guam Records

LATEST Marine Corps film recordings are those sent from Guam last week from Capt. Earl Wilson, and Sgt. Edward C. Stodel, USMC. Sgt. Stodel was responsible for the Guam tank action recordings [BROADCASTING, Aug. 14]. Capt. Wilson interviewed two Marine flyers who told of finding a Japanese fully armed with hand grenades in their plane during a recent flight. The record was played on the Marine Band program on Mutual, 12:30-1 p.m. on Saturday, Aug. 26. On the same day, 1:30-1:45 p.m., Sgt. Stodel's recording of interviews and songs by the liberated people of Guam was heard on MBS. WRC Washington broadcast it 3:30-3:45.

announcing.....

AN INCREASE IN POWER
From 250 Watts to 1000 Watts

A CHANGE IN FREQUENCY
FROM 1230 TO 1480

NOW A • BASIC MUTUAL OUTLET

WHBC
CANTON, OHIO

Covering the Electric Furnace Steel Capital of the World . . . Canton is the 73rd Retail Market in the United States

"THERE'S GOLD IN CANTON STEEL"

SERVICE on all RECORDING PROBLEMS local or national

COMPLETE FACILITIES FOR . . .
• Spot Announcements
• Remote Pick-ups
• Full Air Check Service

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

What's the Rush?

It's the telephone rush. Every night thousands of service men and women dash to the nearest telephones to talk with families and friends at home. Most of the Long Distance calls from camps and naval stations are crowded into a few short hours.

Many circuits are likely to be crowded at that time and it helps a lot when you "give 7 to 10 to the service men."

BELL TELEPHONE SYSTEM

How Army Will Handle Armistice

(*Continued from page 11*)

the original transmisison, every unit with a radio receiver, barring isolated cases of sets out of order, is notified.

The basic network structure is flexible and varies constantly, especially in the case of the mobile warfare being fought today. For instance, artillery units can be tuned to the same frequency as division artillery headquarters, or can operate on the battalion frequency. Or reconnaissance groups deep in enemy territory can be linked by vehicular radio direct with division headquarters.

Many of the message centers are now located in trucks and other vehicles. The networks, fundamental units with two or more stations on the same frequency, continue operation under all conditions.

Plane radios, on shortwave, can be linked with whatever group to which they are attached. All can be reached within a few minutes, no matter what the origination point of the message.

Although ground forces keep contact with alternate methods other than radio—telegraph, telephone, flag signals, courier, the inevitable grapevine, and other means—planes rely almost exclusively on radio. All ships can receive a message from headquarters of command instantaneously.

The German army can be reached by our powerful shortwave radio at SHAEF and by ABSIE, the OWI station in England, already responsible for transmission of innumerable vital messages to the Germans and the European underground forces. The stations are monitored constantly by the Germans.

"Propaganda radios, shortwave interception and the PA systems, used successfully countless times at the front—notably at St. Malo—will probably be the more effective in announcing cessation of hostilities in view of the natural disposition of the Germans to give up in their present confused state," a War Dept. spokesman told BROADCASTING.

Nazis Listen In

"In fact, the Nazi is more apt to hear the surrender news from our radios than from his," he said, "because the German army is on the run and their lines of communication are probably badly disorganized. But to predict his reaction is difficult. He may not trust the news heard on our airwaves.

"One fact, though, I am sure of," he continued, "Gen. Eisenhower will notify our men in the field immediately—even before the War Dept. gets word. And that is as it should be."

In World War I negotiations for the meeting of the German delegation and Allied Grand Headquarters were conducted through the Nauen and Paris wireless. On Nov. 9, the terms were presented to the Germans, then sent by courier to German government headquarters. Because of the distance involved and the destruction of the roads, combined with constant firing, the German delegation was given 72 hours in which to answer.

After 47 hours the courier reached German headquarters. At 10 a.m., Nov. 11 he returned to the meeting place of the delegates. As the Armistice was signed in Paris at 5 a.m., "it was generally assumed here," a *New York Times* reporter wrote from Paris, "that the German envoys within French lines had been instructed by wireless to sign the terms."

So early radio, or wireless at it was then called, played a part in that peace, too. Today, radio will doubtless be used throughout entire negotiations, and the needless, costly delay of other methods will be abolished.

Miller on 40

RUSSELL MILLER MILLING, Minneapolis, will begin sponsorship of quarter-hour programs effective Oct. 1 for 26 weeks on approximately 40 stations. Agency is Cambell-Mithun, Chicago.

FIRST FROM GERMANY

Cassidy Said to Lead Way For Radiomen

Cassidy Takes Notes

FIRST U. S. RADIO man to broadcast on German soil since the War started, according to WLW Cincinnati, is Jim Cassidy, special events director of WLW, now overseas war correspondent. Broadcasting on NBC from the front lines of the Third Army, Mr. Cassidy reported American citizens as they passed through an unnamed town en route to Trier.

He left the United States July 29, and two weeks later was in Normandy, bringing to Midwest listeners news of soldiers from the WLW area, Monday through Friday at 6:25 p.m. (EWT), and at unscheduled times when there is a sudden news development. He also does two daily broadcasts for NBC. Mr. Cassidy has also worked extensively with BBC toward the furthering of international broadcasting.

Maynard Back at NBC

GEORGE MAYNARD has resumed his post as assistant production manager at NBC after 2½ years service in the Army. Mr. Maynard, who replaces Bruce Kamman, now with NBC in Hollywood, has been assigned to direct programs of serious music. Mr. Maynard became staff sergeant at Moore Field, Tex., where he handled *Flying Blind*, local program put on by the special services division. He later earned his commission in Military Intelligence. Going overseas in December, 1943, he became producer of the *Army Hour* heard on NBC for the European Theater of Operations.

Don't you ever cut your toe-nails, Silas?
Nope! Need 'em to defend my bank-roll!
Get out your data books and look up the economic facts about the Red River Valley. Our farmers out here are away above the average for North Dakota—away above the average even for this entire area. Why? Because Red River Valley, as stated in the Encyclopedia Britannica, is one of the richest agricultural lands in America. Do you want the details?
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Equipment Boom

(Continued from page 11)

all the AM sets they can produce for some time to come.

Some of the largest manufacturers of radio equipment, especially those who will carry the brunt of military requirements for the war against Japan and those who were producing FM sets before the war, plan to produce combination sets shortly after reconversion. They will rapidly shift to combination sets exclusively and will continue on this basis as long as the two systems of broadcasting operate side by side.

As for television sets, Mr. Creutz believes the volume of production following reconversion will be determined by developments in telecasting. Manufacturers are ready to go ahead with video receivers immediately after the cutback is put into effect and expect to have sets on the market within a few months after the Nazis surrender. Some industry circles entertain the opinion that a million sets will be made in the first year after reconversion, but Mr. Creutz thinks the volume will be much less. He feels that problems attending the development of television relays will limit the market for receivers to the large cities for many months ahead.

The end of the European war will be followed by increased activity on the part of broadcasters, particularly as new FM and television stations come into operation. It is likely that the rule requiring owners of both AM and FM stations to carry at least two hours of unduplicated programs, waived because of war manpower shortages, again will be put into force. With hundreds of new FM stations broadcasting, there will be thousands of additional personnel required for programming, technical and clerical duties.

Mr. Creutz believes it will not be many years before there will be twice the number of stations in operation as at present, as the result of FM. He foresees a greater competition between stations, comparable to that which has existed among newspapers which reached a saturation point as the result of economic factors rather than technical discoveries which now provide more room in the radio spectrum.

Simon Ackerman Adds

SIMON ACKERMAN Clothes, New York, men's clothing store, has added a weekly quarter-hour musical program, *The Master Voice*, on WOR New York to its list of programs and stations in New York. Contract is for 52 weeks. In addition to using five one-minute transcribed spot announcements six days a week on WBYN Brooklyn firm also sponsors five-minute, quarter-hour and 25-minute news and musical programs on WMCA WOR WINS and WLIB New York. Agency is Ehrlich & Neuwirth, New York.

THIS LITTLE ADVERTISER

went to market

(but he wasn't any "pig")

Last July J. W. Landenberger & Company of Chicago decided to test the voice of WENR and one of its most ardent disciples, Beulah Karney. They wanted to see if that heretofore winning combination would draw any requests for Footlets, those miniature socks that protect stockingless feet from shoes and vice versa.

Two one-minute announcements were planned but look what happened!

2200 letters were received within twenty-four hours of the first plug. The client, overwhelmed, cancelled the second one. In all, 5169 requests came pouring in.

We quote: the result was twice the total returns received from another similar test on another station—end of quote —AND:

Quote: we want to take this opportunity to thank you and Miss Karney for your cooperation and to assure you that we are thoroughly sold on WENR—end of quote.

Just goes to show what can happen when you don't confine your message to Chicago but tell it to no less than one tenth of the nation—at a lower cost per 1000 families than any other Chicago station.

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

WRC

Represented by NBC Spot Sales

Washington

Scope of FCC Probe Widened

(*Continued from page 16*)

former general counsel of the Committee.

When hearings opened Tuesday morning Chief Investigator Barker took the stand to discuss what Mr. Sirica outlined as three phases of WFTL: (1) operations loss of the station; (2) removal of the antenna and (3) wartime priorities for carrying out a 10,000 w construction permit.

Mr. Barker outlined the operations losses of WFTL, how the transmitter was moved after the Navy had requested it and finally he told of priorities obtained from WPB when Chairman Fly wrote the WPB requesting such priorities after WPB had rejected the original application of WFTL. Concluding his testimony Mr. Barker said his conclusions were taken from records subpenaed by the Committee.

Mr. Fly said the Commission requested priorities for the 10,000 w equipment to "back up" the Navy. He added, after further questioning, that Commissioner Paul A. Walker voted against moving WFTL to Miami.

Bennett Testifies

Tuesday afternoon was devoted to questioning Mr. Bennett, who denied that he represented both Mr. Horton and Fort Industry without the knowledge and consent of both parties. He told of a trip to Detroit to confer with Comdr. George B. Storer, President, and L. A. Pixley, then general manager of Fort Industry stations, and of going to Ft. Lauderdale, where he told Mr. Horton of his conversations with the Fort Industry officials.

Mr. Sirica questioned the witness about his affiliation with the National Independent Broadcasters and attempted to wring from Mr. Bennett an admission that Chairman Fly virtually controlled the NIB. Mr. Bennett steadfastly insisted that Mr. Fly was interested in the small broadcasters and so was he.

As to representing both Fort Industry and Mr. Horton, Mr. Bennett testified: "Mr. Storer asked me if I was in position to represent Fort Industry. I told him I saw no reason why not, providing Mr. Horton knew about it. I told him I could see no reason why he should object." He denied he accepted a fee from Fort Industry or made any agreement until he had talked to Mr. Horton.

Mr. Bennett said he didn't consider himself attorney for Fort Industry until he had talked to Mr. Horton. He added that he introduced Comdr. Storer to Mr. Horton and that "Mr. Storer did his own negotiating". Mr. Bennett said he never discussed price with Mr. Horton, nor with Comdr. Storer except in general terms.

Pressed as to his friendship with Mr. Fly, Mr. Bennett said: "I'm very fond of Mr. Fly. I admire his ability. I think he's one of the ablest men ever to sit on the Commission." He denied being an "intimate" or "social" friend of the FCC chairman.

"Do you think it's proper and ethical to represent both sides in a sale?" demanded Mr. Sirica.

"I certainly do," replied Mr. Bennett. "I represent clients before the FCC. I refused to discuss any price with Mr. Horton. I was bringing two parties together. I was representing Mr. Horton's operations of WFTL."

Mr. Bennett denied charges of Mr. Sirica that he accepted a $10,000 fee from Fort Industry, $5,000 for representing the firm and the additional $5,000 for getting the station for less than $300,000. He said he spent 111 days out of Washington at the rate of $100 a day. He asserted his fee was to be $5,000 and insisted he didn't know how much more he would get.

He said, with reference to the contract into which Mr. Horton entered with Carl T. Hoffman and Stephen A. Vetter [BROADCASTING, Sept. 11], he had advised Mr. Horton it violated Commission regulations and should have been reported. "I urged Mr. Horton to make a full disclosure to the Commission," he said.

"As a result of your preconceived plan with Mr. Storer and Mr. Fly, you thought it was better to take Mr. Horton to Atlanta?" inquired Counsel Sirica. "The way you put it, no," replied the witness, "It was agreed that Mr. Fly would see us in Atlanta, that Mr. Horton and I would go to Atlanta."

Regarding the Atlanta meeting Mr. Bennett said Mr. Fly didn't see the "physical" contract, that he did not discuss the purchase price with the FCC chairman and that he didn't think Mr. Fly "was any more interested in this than any other station".

Mr. Bennett said he filed on April 19, 1943, an original letter with Rosel H. Hyde, assistant general counsel of the FCC in charge of broadcasting, setting forth Mr. Horton's contract with Messrs. Hoffman and Vetter and that later the same day he talked to Chairman Fly. He explained he had left out of the first letter a reference to the Atlanta meeting and that Mr. Fly had insisted it be put in.

Horton Recalled

"I went back to Mr. Hyde's office and got the letter," he said. "I rewrote the letter and returned it to the Commission April 2. I delivered the original letter and one copy." So far the original copy has not been found.

"Judge Seward (P. W. Seward, FCC attorney) has always taken the position I never filed the original," said Mr. Bennett. "I pled that and I still consider the letter addressed to T. J. Slowie, the secretary and delivered to the assistatnt general counsel in the presence of the general counsel, as properly filed."

During hearings in Miami, FCC minutes disclosed that reference to the Atlanta meeting were objected to by Mr. Seward. Of that, Mr. Bennett asserted: "Seward told me beforehand he was going to oppose it. He said he didn't think it had any place in the hearing."

"I certainly did try to keep it out of the record," said Mr. Seward. "I objected to it because I thought it was inadmissible in the case." He denied he was instructed by "anyone at the Commission" to keep it out of the record.

Wednesday morning, Mr. Sirica recalled Mr. Horton who testified that

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *April-May, 1944*

TAKE A LOOK AT THE RECORD *that's all we ask!*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

WGRC *Mutual*

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · *National Representatives*

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

he couldn't recall Mr. Bennett's "exact words" but he got the impression the Fort Industry Co. was paying the attorney's travel expenses.

"No mention was made of any fee except that I assumed he would get a fee if the transfer went through," said Mr. Horton. Mr. Sirica announced his case was concluded.

Charles R. Denny Jr., FCC general counsel, and George P. Adair, chief engineer, explained the legal and technical phases of removing the WFTL transmitter and increasing its power. Mr. Fly took the stand in his own defense to explain he went to Atlanta in April 1942 to address the American Communications Assn. and in 1943 to confer with A. N. Williams, president of Western Union, and to inspect a monitoring station and other facilities.

Mr. Sirica read from a newspaper clipping a story about the 1942 speech in which Joseph P. Selly, ACA president, was quoted as saying that the FCC chairman was a "powerful opponent" but "now he's on our side".

"I want it to be a matter of record that I have an interest in small independent broadcasters," said the chairman. He and Mr. Sirica exchanged words and the general counsel, pointing a finger at Mr. Fly, declared:

"You're not going to run this Committee as you'd like to do it. After all, you've conducted a lot of examnations before the Commission and you bear down pretty hard."

Miller-Fly Clash

Rep. Miller wanted to know how the Committee became interested in the WFTL investigation. Mr. Barker explained it as follows:

"The investigation was started by a visit on March 26, 1943, by Maj. Joseph E. Keller. He told me I should see a man named Robert M. Tigert in Fort Lauderdale. Keller said he was with the FCC four years as secretary to Commissioner Thad Brown. He's on leave from the law firm of Dow & Lohnes. Mr. Garey and I went to Fort Lauderdale. Tigert said he had talked it over with Dan Mahoney, former son-in-law of Gov. Jim Cox, and decided to give WFTL the works."

Mr. Barker said the original investigation was into rumors that money used to finance WFTL at the time came from dog track interests and involved a former henchman of Al Capone. He made it clear the investigation disclosed such rumors as false. Sale of WFTL was incidental, he said, to the original investigation.

Mr. Miller began his examination of Chairman Fly in one of the most vitrolic sessions the Committee has seen. Mr. Fly testified that the Defense Communications Board, now the Board of War Communications, was suggested by the Army Chief Signal Officer and the Director of Naval Communications.

Congressman Miller began reading from a transcript which he later identified as a statement given the Committee by Rear Adm. Hooper. He read the statement bit by bit and asked Mr. Fly if he agreed. To most of the assertions the chairman replied: "That's wholly false".

Mr. Fly branded a purported statement by Adm. Hooper that the FCC chairman opposed legislation authorizing wire-tapping in Hawaii as "absolutely false". With reference to the 250,000 fingerprints of radio operators which evidence before the Committee shows were not delivered by the FCC to the FBI until after Pearl Harbor, Rep. Miller read: "At least two or three times Naval Intelligence came to me to try to get me to force the FCC to turn over the fingerprints to the FBI.' Is that a correct recital of what transpired, Mr. Fly?"

"It is not, sir," indignantly replied the FCC chairman. As to wire-tapping Mr. Fly asserted that "either or both Naval Communications and Signal officers of the Army were tapping some time before Pearl Harbor".

More Denials

Rep. Miller read excerpts to the effect that seven out of 10 directors of the ACA were "known Communists" and that, "It was decided not to disqualify Communists" on BWC committee. To that charge Mr. Fly retorted: "That's just a plain hallucination. Are you asking questions or just making the headlines?"

"You'll find out," quipped Rep. Miller. He continued to read: " 'Fly and Selly were like that (holding up two fingers). . . . We had started on the Communists. When we got that pressure, we asked where it came from and were told the White House."

"That's totally false," ejaculated Chairman Fly.

"Youre thoroughly experienced in the Communist party amongst radio operators, aren't you," asked Rep. Miller. Mr. Fly said he wasn't. He branded as "not true" a statement that he had promoted himself as chairman of the DCB and during the ensuing argument which touched on the telegraph merger and monopolies, Mr. Fly asserted:

"I have continually sought permission from Congress to have an international monopoly." He expressed the belief a monopoly was the only solution to international communications.

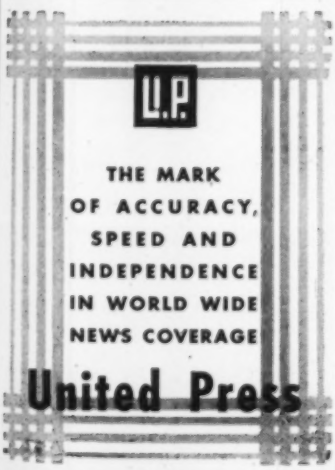
As to Pearl Harbor, Adm. Hooper's statement, as read by Rep. Miller, re-

Moon

RADIO RECEPTION, which has been found to vary with the phases of the moon, according to Dr. Harlan T. Stetson, director of the laboratory for cosmic terrestial research, MIT, is best immediately before and at the time of a full moon. Mr. Stetson revealed this phenomena last week before a General Electric science forum in Schenectady.

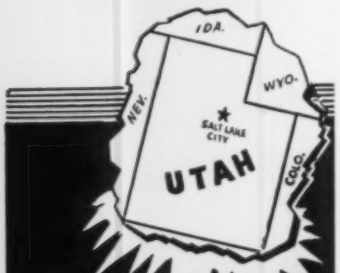
Old Judge Active

OLD JUDGE COFFEE, St. Louis, began sponsorship of one-minute spot announcements Sept. 11, on KWK WIL KXOK, all of St. Louis, WGBF Evansville, WAOV Vincennes, for 13 weeks. Firm also renewed one-minute announcements and five-minute news shows on approximately 15 stations for 13 weeks. Agency is Ruthrauff & Ryan, Chicago.



AT THE
PEAK!
Helping to maintain a great public service at the peak of its efficiency, BLAW-KNOX towers are serving America's war-time radio industry from coast to coast . . . delivering broad coverage with maximum dependability.
BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.
Distributor
GraybaR
ELECTRIC COMPANY
BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

•

National Representative
JOHN BLAIR & CO.

flected that the failure of the FCC to stop Japanese-language broadcasts in Hawaii may have had some bearing on the attack, but Mr. Fly vigorously denied it.

Rep. Miller, quoting "another high-ranking Naval officer", said the FCC personnel engaged in Radio Intelligence Division activities were not adequately trained, that FCC employees had sent a "light task force" into Alaskan waters and caused them to "encounter a superior Japanese force". Mr. Fly called those assertions "completely false".

"Do you know, if this Committee were permitted to take the gag off the Army and Navy, we'd be able to show the FCC interferred in national defense by interjecting itself into this (military radio intellgence) field?" demanded Rep. Miller.

"That's false," said Mr. Fly.

"Are you willing to join this Committee in requesting the President to make the files available?" continued Rep. Miller.

"That's something for this Committee," replied the charman. "I'd be perfectly happy to see you do it. I think it would be the most wholesome thing in the world if you can get this out of your head.'

Not 'Amateurs'

The Wednesday afternoon session waxed hotter as Chairman Fly challenged the statements read by Rep. Miller as "star chamber". Mr. Miller informed the witness, "You'll have your say."

Mr. Fly snapped: "I doubt it. I think the record ought to show what has been done." Rep. Miller quoted the officer as saying the RID activities had been of "absolutely no value" to the Navy. Mr. Fly declared the RID "never undertook to replace the Navy work".

Rep. Miller read an excerpt that referred to the FCC as "amateurs" and added, "that are accomplishing nothing; they are only annoying us".

"I don't agree,' said Mr. Fly. "I don't think any high-ranking Naval officer made that statement."

Rep. Wigglesworth interjected a question on the limitation, "if any, on the use of commercially sponsored time for politcal subjects". Mr. Fly said "the only regulation is the law itself". He added that the law is applicable only to candidates for public office, but said it was up to station management to decide whether equal time should be afforded political views opposing any which might be expressed on the air, either commercally or sustaining. "Its almost a matter for a licensee to meet himself," he said. "We're not going to set up our judgment as superior to his."

Storer Letter

Comdr. Storer read into the record a letter to Chairman Lea, but on objection of Mr. Sirica a portion of one paragraph was deleted (see text, page 30). Mr. Horton took the stand voluntarily to tell the Committee he wanted to clear up a few points. He said in the negotiatons with Comdr. Storer "I thought my lawyer was present. Mr. Storer has testified he was his lawyer. Consequently I have no one to substantiate my interpretation of what took place."

Mr. Horton listed his estimated losses, after the sale, as follows: Paid to Mr. Vetter, $23,000; to Vetter's attorney, $3,000; to Mr. Hoffman, $10,000; operating loss, $20,000; improvements to station before the FCC approved the transfer, $5,000; traveling expenses for Mr. Bennett, $3,000.

"That $64,000 came out of my $25,000 profit," he said. Comdr. Storer resumed the stand to say:

"I'm learning here for the very first time that Mr. Horton is not entirely satisfied with the deal. I told Mr. Horton I would make any adjustment. I am perfectly willing, if he'll show he shouldn't foot those bills, to pay the bills up to the full amount. I want to make this public statement here and now." Comdr. Storer explained that his negotiations with Mr. Horton were verbal but because he was preparing to enter the Navy, he could not be present when the contract was signed.

On Thursday morning Messrs. Horton, Hoffman and Barker were recalled by Mr. Sirica for a few rebuttal statements.

In a surprise move Mr. Sirica called Mr. Arundel, who was examined by Mr. Barker. Testimony had to do with his connection, which he said has been severed since late 1941, with the Bulova Watch Co. He said he was secertary to former Sen. Jesse H. Metcalf of Rhode Island, from 1928-36, originated the *National Radio Forum*, had served in the Naval reserve and represented several firms as consultant.

After preliminary examination, Rep. Magnuson inquired what the witness knew of Mr. Bulova's stations. "I know nothing of his radio stations," Mr. Arundel replied. "I never contacted the Commission on a matter of business. I may have made some informal inquiries."

Mr. Arundel said he owned the 3,000-acre Wildcat Farms near Warrenton, Va., and Rep. Magnuson quipped: "Well, we've got into everything else. We might as well get into wildcat farms."

Stephens Defeated

E. A. STEPHENS, part owner of WDSU New Orleans, was defeated last week in the Louisiana primaries for the Democratic Senatorial nomination by Sen. John H. Overton. He ranks second among four contestants. Mr. Stephens, an automotive distributor and civic leader, is associated with H. G. (Bud) Wall, of Indianapolis, and Fred Weber, former general manager of Mutual, in the ownership of WDSU.

WLW Sells Grid Games

MacGREGOR-GOLDSMITH Inc., Cincinnati, sporting goods manufacturer, will sponsor 10 leading football games, including those of Notre Dame and the Big 10 Conference, over WLW Cincinnati and several other midwestern stations. First game will be the Indiana-Michigan clash Sept. 30. Dick Bray, veteran sportscaster, will do play-by-play with WLW feeding other stations not yet announced. Agency is Hugo Wagenseil & Associates, Dayton.

They go together

kocy
OKLAHOMA CITY
A Mutual Station
ASK THE WALKER CO.

FOUR TOP MARKETS!

Central Kentucky
WLAP Lexington, Ky.

Amarillo
KFDA Amarillo, Tex.

The Tri-State
WCMI Ashland, Ky. Huntington, W. Va.

Knoxville
WBIR Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

George H. Hill

GEORGE H. HILL, 61, veteran examiner-attorney of the FCC who died suddenly at his Washington home Sept. 8, less than 24 hours after he had appeared as a witness before a Congressional committee, was buried last week in Tupelo, Miss., where he was born Jan. 28, 1883.

Mr. Hill

Mr. Hill was a witness in the sale of WFTL before the House Select Committee to Investigate the FCC on Thursday, Sept. 7. He appeared in good health. He had presided as examiner in hearings on the proposed transfer. Death came as a result of a heart attack about 8 a.m. the next day.

He was admitted to the bar in 1906 after attending the U. of Mississippi. Mr. Hill served in the Mississippi Legislature and as district attorney of the First Judicial District of Mississippi. On Nov. 2, 1931, he joined the old Federal Radio Commission as associate attorney and examining attorney.

When the FCC was created in 1934 Mr. Hill was appointed examiner and senior attorney, a post he held at the time of his death. He is survived by his widow, three sons, two of whom are in the armed services, and a daughter.

In tribute to his memory the Commission adopted the following resolution:

Whereas, the Federal Communications Commission has learned with deep regret of the death of George H. Hill; and

Whereas, Mr. Hill has served with this Commission and its predecessor, the Federal Radio Commission, since 1931, and during all of this period of his service has been a loyal, conscientious and untiring public servant whose devotion to duty and cooperativeness endeared him to all with whom he was associated; now therefore be it

Resolved that the death of George H. Hill is a real loss to the Commission, and to his associates in the Law Dept; and be it further

Resolved, that this resolution be spread upon the minutes of the Commission and a copy thereof transmitted to the bereaved family.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

Direction of Video Discussed by ATS

Opening Meeting of Society Is Held in New York

CAPT. JOHN G. T. GILMOUR, studio manager of the General Electric Co. television station, WRGB Schenectady, before entering the service; Busby Berkeley, Hollywood director, and Bretaigne Windust, stage director, spoke on "Direction for Stage, Screen and Television" at the opening meeting of the American Television Society's 1944-45 season, held last Thursday at the Museum of Modern Art, New York, new meeting place of ATS.

Director's Problems

Capt. Gilmour told the group that if a television director has a background of motion picture or stage direction he can produce better video shows. Problems such as lighting, camera technicalities and make-up, he said, will be so improved after the war that the work of the video director will be comparatively easy. Television actors appear to get a "lift" from performing before an audience, he said.

Mr. Berkely said the greatest problem Hollywood directors will have to face in video production is that of having actors memorize a complete show for a single presentation. There can be no retakes in a video production, he said. Though technique may be different in stage, radio, television and screen presentations, he said, the fundamentals and basic principles of acting are always the same.

Mr. Windust said stage directors should familiarize themselves with television so that when they enter the video field they will not be completely bewildered.

Meeting was also the occasion of the presentation of the ATS award for outstanding contribution to commercial television to WABD New York, DuMont Labs video station, the award being accepted by Allen B. DuMont. Subjects of future meetings and their dates are: "Television and Government," Oct. 12; "30,000,000 Television Sets—When and Where," Nov. 16; "Television and Sports," Dec. 14; "Television in Advertising," Jan. 11; "Scenic Design," Feb. 15; "Television at Home and in the Theater," March 15; "Television Camera Techniques," April 12, and "Television and the Visual Arts," May 10.

WKY Farm Addition

CLARENCE BURCH, former county agent of Cleveland County, Okla., has joined the staff of WKY Oklahoma City's *Farm Reporter* program as assistant farm reporter. He attended Oklahoma A & M college and Washington State U. He has been in the extension service since 1933.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., went on a five-day 40-hour week effective Sept. 1 under an authorization from the War Manpower Commission.

Lt. McIlwaine Assigned

LT. ROBERT H. McILWAINE, USNR, reported Sept. 11 for temporary duty in the Radio Section, Office of Public Relations, Navy Dept. in Washington. A former writer with J. Walter Thompson Co., Lord & Thomas and CBS New York, Lt. McIlwaine joined the Navy in 1942 as a gunnery officer. He went to England in July 1942 to prepare for the North African invasion, in which he participated. In May 1943 he was made a senior gunnery officer with the task forces of the Sicilian and Salerno invasions. Lt. McIlwaine has been awarded the Silver Star for "gallantry in action" during the Tunisian campaign, and a Secretary of the Navy citation for the record of his gunnery crew and his organization of rescue parties during the Salerno action.

Lt. McIlwaine

ASCAP TO PROVIDE SIXTH LOAN DISCS

ASCAP has offered talent and facilities for a series of quarter-hour transcriptions to be used during the Sixth War Loan Drive, it was announced last week by the Treasury War Finance Division. In addition, the organization will absorb all production costs for the series, which will be available for local sponsorship, it was stated.

To be sent to all stations, series is expected to consist of 12 separate programs which will commemorate the role of music on the American scene during ASCAP's 30 years of existence.

John G. Payne, ASCAP general manager, has assigned Robert Murray, director of public and customer relations, to work on production of the discs in cooperation with Maurice H. Kafka, War Finance coordinator of music. The David Broekman orchestra will handle the music for the programs.

Treasury last week also announced Sept. 21 as production date for the first of a special series of individual transcribed discs which WFD hopes to offer during the Sixth Loan. Written by Lynn Murray, CBS orchestra leader, and Pvt. Millard Lampell, radio writer, quarter-hour discs will be based on the President's Liberation Day prayer. To be titled "Liberation", program features Frederic March as narrator. Music is by Lynn Murray and orchestra with Burl Ives is soloist.

Dr. Horton to CBS

DR. DONALD HORTON has joined CBS as research psychologist to direct television audience research, according to John K. Churchill, CBS director of research. A research associate at Yale U.'s Institute of Human Relations since 1940, with a Ph.D degree from that university, Dr. Horton has specialized in the study of family and community reactions to technological and social changes in American life. In 1943-44, he served as special consultant to the Morale Services Division of the War Department, on education and training.

Durham★
makes
25%
of
nation's
cigarettes
WDNC
COLUMBIA NETWORK
CBS
★NORTH CAROLINA
Represented by Howard H. Wilson Co.

Official U. S. Navy Photograph

RADIO COVERAGE for the Pacific operations will be in the hands of these network representatives, photographed as they were leaving from National Airport in Washington, Handling news of the Pacific fleet will be (l to r): James Fleming, CBS correspondent; Gene Rider, CBS engineer; Francis McCall, NBC correspondent; Edmund Franke, MBS, and Fred Frutchey, NBC, engineers who accompanied the party.

CALIFORNIA GOLD RUSH, 1944

The Gold Rush of '49 was only a dress rehearsal for the Rush of '44. Today the *great Central Valley* area and *Western Nevada* is experiencing an agricultural and industrial boom unparalleled in history.

Retail sales in the 41 county *Beeline* Area were over *2 billon dollars* in the last 12 months.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community... combined* on a new basis for National spot business.

**See McClatchy Beeline rate listing first under California in Standard Rate and Data.*

McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative

Jan. 5, 1883 — John T. Griffin — Sept. 14, 1944

JOHN T. GRIFFIN, 61, president and principal owner, KTUL Tulsa and KOMA Oklahoma City, died last Thursday at his home in Muskogee, following an illness of several months resulting from a stroke.

An Oklahoma pioneer, Mr. Griffin was born in Houston, Miss., and journeyed to the Indian Territory in 1902, becoming a grocery salesman. He established the Griffin Grocery Co., wholesale grocers and manufacturers, which operates in Texas, Oklahoma, Arkansas, Missouri and Kansas, one of the largest wholesale grocery firms in the country. He was a director of the MKT railroad and president of the State Bank Assn.

Mr. Griffin established KTUL in 1933, having purchased a small station in Chickasha, Okla., which he removed to Tulsa. He purchased KOMA in 1939 from Hearst Radio for $315,000.

He is survived by his widow, a son, Pvt. John Griffin, now in military service in Pennsylvania, and a daughter, Marjorie Griffin Leake, of Dallas. Mr. Leake is manager of the Griffin Grocery Co. operations in Texas.

Mr. Griffin maintained his home in Muskogee and supervised operations of his many properties from there. Manager of KOMO is Kenyon Brown, while KTUL is directed by John Esau.

Petrillo to Appear At Platter Hearing

New York Meeting Deferred By NLRB to Sept. 28

AT THE REQUEST of James C. Petrillo, president of the American Federation of Musicians, the National Labor Relations Board has again postponed its hearing on the question of platter turning jurisdiction in NBC and Blue owned stations. NLRB has set Sept. 28 as the new date in order to allow Mr. Petrillo to appear.

The hearing was originally set for Aug. 28 but was postponed to Sept. 20 [BROADCASTING, Aug. 21, Aug. 28] at the request of Joseph A. Padway, AFM counsel.

The proceedings were instigated by the National Assn. of Broadcast Engineers & Technicians to recover jurisdiction over turntables at the network-owned stations in Chicago. NABET claims that an exception it granted four years ago permitting musicians to handle platter turners at WENR and WMAQ was later withdrawn and charges the networks with unfair labor practice in continuing to give AFM jurisdiction.

Affects Future Plans

The outcome of the NLRB hearing will have a direct bearing on Mr. Petrillo's plans to force the employment of musicians as record turners exclusively in stations throughout the country. His efforts to take over turntable functions at all network owned stations brought threat of a strike last May by NABET technicians at all NBC and Blue owned stations, resulting in a National War Labor Board order maintaining the status quo until the question of jurisdiction is determined.

Should the NLRB decide that jurisdiction over turntables properly resides with the technicians, Mr. Petrillo's virtual monopoly on platter turning in Chicago would be broken. A WLB regional panel recently voted against demands of the union to force employment of additional musicians by WJJD Chicago for platter turning operations [BROADCASTING, Sept. 4].

Meanwhile, broadcasters awaited action by Director of Economic Stabilization Fred M. Vinson to enforce compliance by Mr. Petrillo of the WLB directive terminating the two-year strike against the Victor and Columbia recording companies. OES officials said a decision may be expected in a matter of weeks.

DuMont Expansion

SALE of 225,000 shares of Class A common stock, to help finance production of television transmitters and sets when priority restrictions are lifted, is sought by Allen B. DuMont Labs. in a registration certificate filed with Securities & Exchange Commission. Van Alstyne, Noel & Co. and Kobbe, Gearheart & Co. will handle the stock. DuMont also announced that its new live talent television studio of WABD New York begins operation Sept. 17, giving multiple-studio telecasting facilities to the DuMont station, permitting continuous live talent shows.

No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS - National Representatives

KVSO Shift Sought

APPLICATION was filed with the FCC last week for voluntary assignment of license of KVSO Ardmore, Okla., from The Ardmoreite Pub. Co., publisher of the *Ardmoreite*, to John F. Easley, editor of the paper and major interest holder in the publishing company. Transfer is for "valuable considerations" application stated. KVSO operates on 1240 kc with 250 w local sunset and 100 w night.

RCA Video Ads

RCA has launched a national campaign to promote television, listing 46 television manufacturers who will be ready to supply video sets after the war. Schedule calls for 1,000-line insertions in 20 newspapers in cities that have or are planning television stations. Ads, which will run from time to time, 1944-1945, will carry no mention of RCA. Agency is Ruthrauff & Ryan New York.

Fred Allen Off

WITH Fred Allen definitely not returning to the *Texaco Star Theatre* on CBS Sunday 9:30-10 p.m., Texas Co. is retaining James Melton and Al Goodman's orchestra, summer replacement, and Oct. 1, adds Alex Templeton, pianist-composer, as a regular feature. Five actresses have been signed to alternate on the program by Henry Souvaine Inc., producer. Agency is Buchanan & Co., New York.

Reichold Concerts

REICHOLD CHEMICALS Inc., Detroit, will sponsor network broadcasts of the Detroit Symphony Orchestra beginning Oct. 21 on MBS, Saturday 8:30-9 p.m., according to Grant Adv., New York, appointed last week to handle institutional advertising for the company.

WESTERN ELECTRIC CO., New York, at a meeting of the board of directors Sept. 12 declared a dividend of 50 cents per share on its common stock. Dividend is payable Sept. 29, 1944, on stock of record Sept. 22, 1944.

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

Fly Reveals

(Continued from page 16)

itation should be "comparable" to that of the FM and television fields. Supporting that theory is the provision in the White-Wheeler Bill (S-814), which would limit the number of stations in any one band to six. In that connection Mr. Fly is reported to have suggested the provision to Sen. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the proposed measure with Sen. White (R-Me.), acting Minority Leader.

Although CBS withdrew its application to transfer WBT to the KFAB Broadcasting Co., Lincoln, by which it would have acquired a 45% interest in the KFAB company, it was learned that the Commission informally had apprised CBS and KFAB that it would not be inclined to look with favor on the transfer. It was felt by certain Commissioners that CBS should own no more than a third interest.

While the Commission has no regulations limiting the number of stations any one corporation may own, there has been an unwritten "policy" in that connection. Andrew W. Bennett, Washington attorney who testified before the House Committee last Tuesday, said he consulted Chairman Fly as to whether the Commission would oppose a seventh station for the Fort Industry Co.

When Mr. Sirica pointed out that there was no regulation placing a limit on stations, Mr. Bennett replied: "But there was a policy." He didn't elaborate.

Acme on MBS

ACME WHITE LEAD & Color Works, Detroit, on Oct. 1 will begin two Sunday mystery shows on Mutual. Firm has signed for the 5:30-6 p.m. (EWT) period to present *The Shadow* on 35 stations west of Chicago, and on those Mutual stations in the East that do not carry the program for Delaware, Lackawanna & Western Coal Co. In the latter areas Acme will sponsor the *Return of Nick Carter*, 3:30-4 p.m., with plans to sponsor this program on the full Mutual network at a later date. Both contracts are for 26 weeks. Agency is Henri, Hurst & McDonald, Chicago.

KWBU to Blue

KWBU Corpus Christi, Tex., operating daytime only with 50,000 w on 1010 kc, Oct. 1 becomes affiliated with the Blue Network as a supplementary station to the Southwestern Group. Total number of Blue affiliates is now 196. Station is owned by Century Broadcasting Co.

Griesedieck Drive

GRIESEDIECK BREWERY, St. Louis, began a one-minute campaign on the following stations, KBTM WSOY KWOC KDRO KFVS KWOS WCBS WTAX WJPF WTAD KWTO KTTS WDZ, Sept. 18. Eight-week contracts were placed by Ruthrauff & Ryan, Inc.

POLICY ON SPOTS CHANGED BY WLW

ACCEPTANCE of all announcements on WLW Cincinnati, as of last Friday, Sept. 15, will be judged by the WLW program department on the basis of program content as well as the product and commercial content, Robert E. Dunville, vice-president of the Crosley Corp. and general manager of WLW, announced last week.

Mr. Dunville said that certain announcements will be barred from adjacencies to regular programs "that in our sole opinion would not be in the interest of good programming." Content alone would not decide its acceptance. "Further," Mr. Dunville said, "we will not guarantee the acceptance of an announcement in a time period on a continuing basis and reserve the right at any time to consider the announcement not in the interest of good programming if the preceding or following program changes its format or general appeal.

"Current advertisers whose announcements conflict under this new regulation will be afforded the opportunity of (1) changing their spot announcements to periods which will be acceptable; (2) changing the announcement either from a transcribed to a live basis or to another transcription that will be satisfactory; or (3) canceling the announcements without short rate."

WE REACH NO SOULS IN BAREFOOT (Ky.)!

Or heels, either—we don't reach *nuthin* in Barefoot, Kentucky. But we're pretty callous about them pore people, because we've got quite a job here in the Louisville Trading Area, giving practically exclusive NBC service to nearly a million consumers in this concentrated, worth-while market. If you want "shoes for baby", you can make the where-with-all at WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

HAVE YOU SEEN

THE NEW

WHBQ

RATE CARD?

Of course the rates are the same but look at all the pretty pictures and colors.

The Rambeau man (or woman) will come a running, or if you want to keep your secretary busy, dictate a line —and the card will be on its way.

DIXIE'S 24 hour station
Exclusive Memphis Station to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour

WHBQ

your MUTUAL friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Dewey and Reynolds Heard by Troops Abroad

A TRANSCRIBED version of Quentin Reynolds' talk before the Democratic Convention will be shortwaved to American troops abroad today (Sept. 18) as the first in the series of political addresses under Army auspices. Transcription of the Philadelphia address delivered Sept. 7 by Gov. Thomas E. Dewey, Republican presidential candidate, will be broadcast Sept. 19 as the Republicans' initial campaign talk to the troops overseas.

These broadcasts will be followed by similar addresses presented by speakers for the Socialist party, Prohibition party and Socialist-Labor party in accordance with Army provisions for equal opportunity for all political parties with Presidential candidates in six or more states. Each party will have five broadcasts in all, two 30-minute and three 15-minute addresses, all recorded versions of speeches broadcast to the public in the United States. [BROADCASTING, Sept. 11].

MacHarrie Back at Blue

LINDSAY MacHARRIE has been named New York production manager of the Blue Network, reporting to Adrian Samish, national production manager. Mr. MacHarrie returned to the Blue's production staff last April having left the network in Sept. 1942, to serve with the American Red Cross in London, handling programs shortwaved to this country. He became director or ARC public relations in London in March, 1943 returning to this country earlier this year.

V-Day Prayers

WASHINGTONIANS want a quiet, prayerful V-Day when Germany is defeated, according to a survey made by Kenneth Banghart, WRC Washington newscaster, in his morning news show. Mr. Banghart asked his listeners to voice their opinions, and the next day 370 letters were received, the majority desiring to observe V-Day in quiet prayer.

Y&R London Office

YOUNG & RUBICAM, New York, will open a London office Jan. 1, 1945, with George D. Bryson, contact executive of the agency, as managing director. Mr. Bryson, prior to his joining Y&R, was a member of the sales organization of *Redbook Magazine*. Due to leave for London in October, Mr. Bryson will be accompanied by Lorimer B. Slocum, vice-president and manager of the agency's foreign department. Mr. Slocum returned recently from England where he made preliminary arrangements for opening the new office. No announcement was made as to accounts that will be handled. Offices now include five in the U. S. and two in Canada.

KTOK Names Wessell

KENNIS WESSELL, former professor at Denver College of Music, has been added to the staff of KTOK Oklahoma City as studio director. Mr. Wessell, reportedly one of the outstanding voice development instructors in the southwest, brings to KTOK a rich background of professional experience in voice production and music.

Alex Campbell Named WIBC General Manager

ALEX CAMPBELL Jr., former commercial manager of WKAT Miami Beach and afterward sales executive of WBBM Chicago, has assumed the general managership of WIBC Indianapolis, recently acquired by the *Indianapolis News*. Mr. Campbell started in radio in New York in 1931 and for last 5½ years was with WKAT. He resigned last March in anticipation of a station purchase transaction, but when that failed to develop he joined WBBM. He was there from June 15 until last month, when he resigned to take over the management of WIBC.

Mr. Campbell

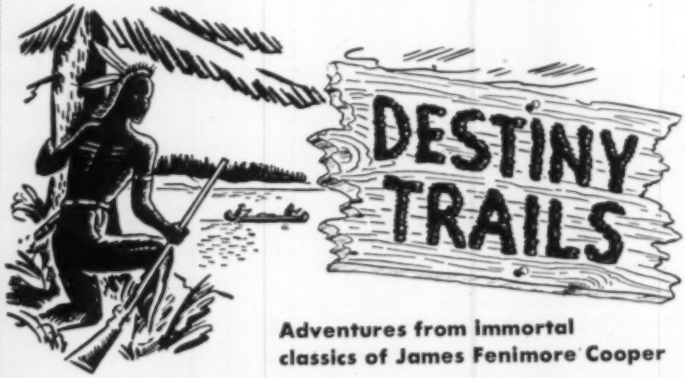
Mr. Campbell announced the appointment of Joe Higgins, formerly advertising manager for Crawford MacGregor, Dayton, and more recently with Airtemp in that city, to the sales staff.

Stuhler, Morris Named

TED BATES Inc., New York, last week announced the appointment of William B. Stuhler as vice-president in charge of radio production —a new post— and Seymour Morris as account executive on Standard Brands Inc., New York. For the past year Mr. Morris has been assistant to Gardner Cowles Jr., president of the Iowa Broadcasting Co., Des Moines, *Register Tribune* and *Look Magazine*, working with him in Washington and Des Moines on various Cowles enterprises and operations, including recent station transactions. Mr. Stuhler, who will handle advertising on Standard Brands desserts for Ted Bates, was until recently radio assistant to the general advertising manager of General Foods Corp., New York.

Mr. Stuhler

RADIO REPORTS Inc., New York, has issued a complete index to its *Weekly Digest of Radio Opinion*, January-April, 1944.



Adventures from Immortal classics of James Fenimore Cooper

• 78 quarter-hours that bring alive the ageless classics of James Fenimore Cooper, dramatizing the daring . . . courage . . . the spirit of adventure that is our American heritage. First, *The Deerslayer* . . . 39 recorded programs. Next, *The Last of the Mohicans* . . . 39 programs. Later, other Leather Stocking Tales. Thrilling listening for children of all ages . . . for grown-up "children," too, who relive the stories of these familiar novels! *Destiny Trails* . . . sky-high in writing, acting and production . . . all the time-tested elements of a success program for a vast variety of sponsors. Judge for yourself! Write, phone, or wire for audition record *today*.

National Broadcasting Co.
A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

Cover the Rich Lehigh Valley

FALL TEE-OFF of NBC *Maxwell House Coffee Time* occasioned this Hollywood gathering of agency clan with sponsor when series resumed on Aug. 31. Confabbers (l to r) are Clarence Goshorn, president of Benton & Bowles, New York, agency servicing account; Walter Craig, agency vice-president in charge of radio who returns to his New York headquarters in late September; Betty Buckler, manager of agency's Hollywood office; Al Kaye, program producer; J. K. Evans, vice-president of General Foods Corps., *Maxwell House Coffee Time* sponsor.

TWO NEW STATIONS GRANTED BY FCC

PETITION for reconsideration and grant of application for a new standard station at Ann Arbor, Mich., filed by Washtenaw Broadcasting Co., was granted by the FCC last week, in accordance with procedure outlined in the Commission's Jan. 26, 1944 policy regarding the use of restricted materials for construction purposes. Granite District Radio Broadcasting Co., Salt Lake City, at the same action was granted reconsideration and grant of its application for a new standard station, also upon conditions relating to the Jan. 26 construction policy.

Facilities for Ann Arbor are 1050 kc with 250 w and daytime operation only. The Salt Lake City outlet will operate on 1400 kc with 250 w and unlimited time.

Washtenaw Broadcasting is owned by A. E. Greene (40%,) president, who owns Greene Cleaners & Dyers, Ann Arbor; Paul G. Greene (40%), secretary-treasurer, who is half-owner of Johnson & Greene, road contractors, and Ed. F. Baughn (20%), vice-president, an employe of CKLW Windsor-Detroit.

Imperial Oil Test

IMPERIAL OIL Co., Toronto (gasoline) has started as a test campaign of *Esso Reporter* newscasts on CKY and CKRC Winnipeg. Account was placed by MacLaren Adv. Co., Toronto.

BLAZING NEW SALES IN IDAHO

KSEI
POCATELLO · IDAHO

RTPB Video Meeting

TELEVISION Panel (6) of the Radio Technical Planning Board will hold a special meeting Sept. 19 in New York to give reconsideration to the specific location of the experimental television broadcast channel and to relay channel assignments between 300 mc and 1000 mc. Requests of Panel 6 for these channels were found to be in conflict with those of other services at a recent meeting of RTPB Panel 2, on allocation, and an attempt will be made to resolve this conflict before the next meeting of Panel 2 in New York Sept. 22 and especially before the start of the FCC hearings on allocations Sept. 28 in Washington.

NORTH EAST SOUTH WEST
The Texas Rangers
SELL MANY PRODUCTS FOR MANY ADVERTISERS
NOW ON
WKBO
Harrisburg, Pa.
Wildroot Hair Tonic
GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

Raytheon to Sponsor 'Meet Your Navy' Show

RAYTHEON MFG. Co., Newton, Mass., marking its first use of network radio, will promote radio tubes and equipment on the Blue Network as sponsor of *Meet Your Navy* beginning Oct. 14. Originating at the U. S. Naval Training Center, Great Lakes, Ill. and featuring music and entertainment furnished by servicemen, the series has been sponsored by Hall Bros. Inc., Kansas City for greeting cards since Aug. 21, 1942 in the Friday, 8:30-9 p.m. period. Under the new sponsorship *Meet Your Navy* will shift to the Saturday 7:30-8 p.m. spot, with a delayed broadcast for Mountain and Pacific Coast areas at midnight. Business was placed through Burton Brown Adv., Chicago.

Hall Bros. has taken the Sunday 3-3:30 p.m. spot on the Blue Network, for 52 weeks, effective Oct. 15 for a program yet to be announced. Full network is expected to be used. Agency is Foote, Cone & Belding, Chicago.

The San Francisco Radio Picture *Has* changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

+

This is a. . . '*plus*' market

Approximately one-half of Washington's Million and a Quarter population is gainfully employed. The greatest concentration of spendable income in any similar area on earth.

For complete coverage of this market you need WINX. The station that has endeared itself to the community by a constant interest in their needs and desires.

Let WINX do the *PLUS* job in this all-important *PLUS* market.

The Best Test Market at MINIMUM COST

WINX
The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

WCBM blue

A QUALITY STATION
with MASS APPEAL
in a
RICH MARKET

WCBM
BALTIMORE
The BLUE Network Station

John Elmer, President
Geo. H. Roeder, Gen. Manager

FREE & PETERS, INC.
Exclusive National Representatives

FCC OKAYS SHIFT OF WJLS TO 560 KC

FCC last week announced findings of fact, conclusion and order granting application of WJLS Beckley, W. Va., for a construction permit to change frequency from 1240 kc to 560 kc, with power of 250 w day and 100 w night and unlimited hours of operation. Grant is subject to the condition that the permittee submit certain data on proof of performance.

Citing a significant increase in service and expressing certainty that the applicant was financially able to carry out the proposed operation, the Commission statement concluded "In view of all the evidence it appears that the granting of the instant application would tend toward a fair, efficient and equitable distribution of radio service as contemplated in the Communications Act of 1934, as amended, and that public interest, convenience and necessity will be served by a grant of the instant application."

The new operation also would not affect interference to WFIL Philadelphia, intervenor in the proceedings, the FCC statement contended.

Commissioner Jett dissented to the action while Chairman Fly and Commissioner Wakefield did not participate. Applicant proposes, when equipment becomes available, to apply for power increase to 1,000 w day and 500 w night, operating as a class III outlet.

WFIL last week had not decided any further legal remedies it will pursue. It operates on 560 kc. with 1,000 w.

C. B. Heller Overseas

C. B. HELLER, former commercial manager of WLOK Lima, O., is now on his way to England on an OWI assignment. He will be a newsman in England for OWI's Overseas Branch, having previously been in the cable and wireless division of the OWI news and features bureau. In March of this year, Mr. Heller left WLOK to accept an appointment with the Overseas Branch in New York. He was a newspaperman before entering radio.

Mr. Heller

Set Mfrs. Meeting

OPA has called an organizational meeting of an industry advisory committee representing manufacturers of radio sets, to be held in Washington Sept. 22. Committee members are: Benjamin Abrams, Emerson Radio & Phonograph Corp.; R. C. Cosgrove, Crosley Corp.; J. J. Nance, Zenith Radio Corp.; J. M. Spain, Packard-Boll Co.; A B. Wells, Wells-Gardner & Co.; P. S. Billings, Belmont Radio Corp.; P. V. Galvin, Galvin Mfg. Co.; E. E. Lewis, RCA; H. A. Nicholas, Farnsworth Radio & Television Corp.; Fred D. Williams, Philco Corp.

AMERICA THE BEAUTIFUL, in the person of Venus Ramey, Miss America of 1944, visits the Copacabana in New York with (l to r): G. Bennett Larson, manager of WWDC, Washington; Joe Weed, Weed & Co., national representative; Joseph Katz, president of Joseph Katz Co. and chief owner of WWDC Washington. WWDC sponsored Miss Ramey's trip to Atlantic City, where she won the beauty contest.

CBS SPIKES RUMOR OF PALEY LEAVING

RUMORS that the Atlass brothers, Ralph and Leslie, Chicago radio pioneers, were trying to buy control of CBS have turned out to be somewhat erroneous. In the first place, it is not the Atlass brothers—it's the Atlas Corp., Floyd Odlum's investment trust, which has recently transferred to its own name about 35,000 shares of CBS stock acquired during the year.

In the second place, it's not control. There are currently 1,717,076 shares of CBS stock outstanding. So the Atlas Corp. owns slightly more than 2%, in contrast to the Paley holdings of approximately 325,000 shares, or slightly less than 20 per cent.

Hasn't Resigned

Another recurrent rumor—that William S. Paley has resigned as president of CBS—is scored as "absolutely untrue" by top CBS executives, who say that during his recent flying visit to New York from his wartime duties in London with the Office of War Information, Mr. Paley expressed a strong desire to return permanently to his office at CBS as soon as possible, adding the guess that this might well occur before the first of the year.

Denny Advocates Filing Of 15-25% Transfers

EDITOR, BROADCASTING:

BROADCASTING magazine for Sept. 11, 1944 contains the following at page 59:

"Reps. Magnuson and Miller engaged in a lengthy exchange regarding Commission regulations and Sec. 310B of the Communications Act of 1934, as amended. Mr. Denny declared that section should be amended to make it mandatory for licensees to file with the Commission any transfer of stock, as low as 1%. The section now has to do with control of a station."

Actually, I testified as follows (Tr. 9747):

"In my opinion Section 310 (b) should be amended so as to give the Commission control over the transfer of smaller interests. I would advocate that the Commission be given jurisdiction over transfer of 15 or 20 or certainly 25 percent interests. I think if a man owns a 15 or 20 or 25 percent interest in so important a mechanism as a radio station, it is very desirable that he come before the Commission and let the Commission find out who he is and approve his ownership."

The draft amendment which I submitted for the record (Tr. 9763) provides that the Commission must consent to any transfer which will result in the transferee holding an interest of 20% or more.

I feel that this typographical error is a matter of some consequence, as it would be unnecessarily burdensome to require written consent in the case of an interest as small as 1%. Accordingly, I would appreciate your correcting this error.

/s/ CHARLES R. DENNY
General Counsel, FCC

Sept. 12

"You can SPOT IT in a minute"
ASK JOHN BLAIR MAN

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

Do You Know
Ultra low-drift Crystals are now available for prompt shipment to Broadcasters

HOLLISTER CRYSTAL CO.
Boulder Colorado

Network Accounts

All time Eastern Wartime unless indicated

KELLOGG Co., Battle Creek, Mich. (All Bran), on Oct. 2 starts *Jack Berch and the Three Sons* on about 170 Blue stations, Mon. thru Fri. 11:45-12 Noon, having discontinued Sept. 29 same program on 203 MBS stations, Mon. thru Fri., 1:15-1:30 p.m. For Pep also discontinues Sept. 29 *Pep Superman* on over 189 MBS stations, Mon. thru Fri. 5:45-6 p.m. Agency: Kenyon & Eckhardt, N. Y.

TIP TOP TAILORS, Toronto (chain stores), on Oct. 1 starts *Music for Canadians* on 28 CBC Dominion network stations, Sun. 8:30-9 p.m. Agency: McConnell, Eastman & Co., Toronto.

LAWRASON Co., Toronto (snowflake ammonia), on Sept. 1 started *Name It* on 4 Ontario stations, Fri. 7:30-7:45 p.m. Agency: MacLaren Adv. Co., Toronto.

ROBIN HOOD Mills, Montreal (Robin Hood oats), on Oct. 4 starts *Claire Wallace's They Tell Me* on 30 CBC Trans-Canada network stations, Mon., Wed. and Fri. 1:45-2 p.m. Agency: Young & Rubicam, Montreal.

INTERNATIONAL Silver Co. of Canada, Hamilton, Ont. (silverware), on Oct. 8 starts *Ozzie & Harriet* on 27 CBC Trans-Canada network stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, Toronto.

TUCKETT Ltd., Hamilton, Ont. (Buckingham cigarets), on Sept. 13 started *Curtain Time* on 27 CBC Trans-Canada stations, 9:30-10 p.m. Agency: MacLaren Adv. Co., Toronto.

CAMPANA SALES Corp., Batavia, Ill. (Campana balm), on Sept. 30 for 52 weeks, starts *Don't You Believe It*, on 8 CBS Pacific stations, Sat. 9:45-10 p.m. (PWT). Agency: Wallace-Ferry-Hanley Co., Chicago.

SHIPSTEAD & JOHNSON Ice Follies on Sept. 21 for the Hollywood premiere, 34 MBS stations, 11:30-12 midnight, (rebroadcast 34 MBS stations Sept. 22). Placed direct.

LEDERLE LABS Inc., New York (institutional), unit of American Cyanamid Co., on Oct. 6 for 52 weeks starts *The Doctor Talks It Over* on about 160 Blue stations, Fri. 10:30-10:45 p.m. with delayed broadcasts. Agency: Hazard Adv., N. Y.

UNION Pacific Railroad, Omaha, Neb. on Oct. 8 starts *Your America* on undetermined number of MBS stations, Sun. 4-4:30 p.m. Program is now heard on NBC, Saturday 5-5:30 p.m. Agency: Caples Co., Chicago.

Renewal Accounts

PEPSODENT Co., Chicago, on Sept. 9 for 52 weeks renewed *Bob Hope* on 135 NBC stations, Tues. 10-10:30 p.m. Agency: Foote, Cone & Belding, Chicago.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Sept. 30 for 52 weeks renews Alex Dreier on full NBC network, Sat. 10:45-11 a.m. Agency: Henri, Hurst & McDonald, Chicago.

ADMIRAL Corp., Chicago (institutional), on Oct. 1 renews *World News Today*, Sun. 2:30-2:55 p.m., adding 19 CBS stations for a total of 62 CBS stations. Agency: Critenden & Eger, Chicago.

WNEW-WABD Tie-in

WNEW New York has completed arrangements for a tie-in with WABD New York, DuMont station, effective Oct. 1. The AM station is taking over the Sunday 8:30-9 p.m. period every three weeks on WABD to present television adaptations of its own programs, with *Crime Quiz*, Paula Stone, Hollywood Commentary, and Raoul Henry's Spanish Lesson scheduled for the first three telecasts. Purpose is to give WNEW staff experience in the medium. WABD in return receives promotional advantages, and WNEW will inaugurate a series of television forums.

STERLING Drug Inc., New York, on Sept. 18 for 52 weeks renews, on 136 NBC stations, Monday thru Friday, *Back Stage Wife* (Haley's M-O, Dr. Lyons Tooth Powder), 4-4:15 p.m.; *Stella Dallas* (Phillips Creams, Phillips Milk of Magnesia), 4:15-4:30 p.m.; *Lorenzo Jones* (Dr. Lyons Tooth Powder, Bayer Aspirin), 4:30-4:45 p.m. and *Young Widder Brown*, (Phillips Milk of Magnesia, tablets, Phillips Tooth Paste and Powder), 4:45-5 p.m. Agency: Dancer-Fitzgerald-Sample, New York.

WHITEHALL PHARMACAL CO., New York (subsidiary of American Home Products, New York), on Sept. 11 for 52 weeks renewed *Just Plain Bill* (Anacin) on 51 NBC stations, Mon. thru Fri. 5:30-5:45 p.m. and *Front Page Farrell* (Kolynos), on 51 NBC stations, Mon. thru Fri. 5:45-6 p.m. Agency: Dancer-Fitzgerald-Sample, New York.

DENALAN Co., San Francisco (dental plate cleanser), on Sept. 12 for 13 weeks, renewed Clinton (Buddy) Twiss on 15 Blue Pacific stations, Tues. Thurs. 1:45-1:50 p.m. (PWT). Agency: Rhoades & Davis, San Francisco.

AL WILLIAMS Health Club, Long Beach, Cal. (health club), on Sept. 16 for 52 weeks, renews Al Williams—commentary, on 38 Don Lee Pacific stations, Sat. 10:15-10:30 a.m. (PWT). Agency: Max Becker Adv., Los Angeles.

COCA COLA Co., Atlanta, on Sept. 18 for 52 weeks renews *Victory Parade of Spotlight Bands* on 177 Blue stations, Mon. thru Sat. 9:30-9:55 p.m. Agency: D'Arcy Adv., New York.

Network Changes

ALLIS-CHALMERS Co., Milwaukee (institutional), on Oct. 7 for 30 weeks resumes *Boston Symphony Orchestra* on 181 Blue stations, Saturday 8:30-9:30 p.m. Agency: Compton Adv., N. Y.

HELBROS Watch Co, New York, on Sept. 10 expanded *Quick as a Flash* from 26 to 112 MBS stations, Sun., 6-6:30 p.m. Agency: William H. Weintraub Co., N. Y.

CONTI Products Corp., Brooklyn, N. Y. (toilet products), on Oct. 5 adds 11 MBS stations to *Starlight Serenade*, Thurs. 9:30-10 p.m., making a total of 32 MBS stations, and on Nov. 9 replaces *Starlight Serenade* with *Treasury Hour of Songs*, 32 MBS stations, Thurs. 9:30-10 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

GENERAL FOODS Corp., New York, on Oct. 2 begins *Two on a Clue* on 122 CBS stations, Mon. thru Fri. 2:15-2:30 p.m., replacing *Joyce Jordan, M. D.* (Postum, LaFrance, Satina, Post's Raisin Bran) which shifts to 2-2:15 p.m. period, Mon. thru Fri., on 122 CBS stations, and on Oct. 2 shifts *Portia Faces Life* (Grape Nuts Flakes, Wheatmeal), Mon. thru Fri. 2-2:15 p.m., on 122 CBS stations to 87 NBC stations, Mon. thru Fri. 5:15-5:30 p.m., replacing *We Love and Learn* (Post's 40% Bran Flakes), which will be discontinued Sept. 29. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco, P & G white laundry soap) on Oct. 2 will replace *Vic & Sade* with a new quarter-hour dramatic serial *Rosemary*, which will originate in New York on full NBC 10:15-10:30 a.m. (CWT), 52-week contract was placed by Benton & Bowles, New York, and Compton Adv., N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury Soap), on Oct. 5 discontinues *Hollywood Mystery Time* on 8 Pacific coast CBS stations, Thurs. 9-9:30 p.m., shifting program Oct. 8 to 160 Blue network stations, Sun. 9:15-9:45 p.m., replacing *Chamber Music Society of Lower Basin Street*. Agency: Lennen & Mitchell, N. Y.

SIGNAL OIL Co., Los Angeles (petroleum products), on Sept. 18 shifts *Suspense* on 10 CBS Pacific stations, from Sun. 7:30-8 p.m. (PWT) to Mon. 9-9:30 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

GUM LABS Inc., Clifton Heights, Pa. (Ivoryn Peroxide chewing gum), on Sept. 16 added 68 Blue stations to *Hello Sweetheart*, making a total of 191 Blue stations, Sat. 5:45-6 p.m. Agency: McJunkin Adv., Chicago.

LUTHERAN LAYMAN'S League, St. Louis, on Sept. 17 shifted *Lutheran Hour* from over 200 MBS stations, Sun. 1:30-2 p.m., to over 200 MBS stations, Sun. 12:30-1 p.m. Agency: Gotham Adv., N. Y.

GOSPEL BROADCASTING Ass'n, Los Angeles, on Sept 17 resumed *Pilgrim Hour* on over 200 MBS stations, 12 noon-12:30 p.m. (having discontinued program May 14 on over 200 MBS stations, Sun. 2-2:30 p.m.) and on Sept. 10 discontinued *Old Fashioned Revival* on over 200 MBS stations Sun. 7-8 p.m. Agency: R. H. Alber Co., Los Angeles.

ROMA WINE Co., Fresno, Cal. (wines), on Sept. 14 shifted *Suspense* on 80 CBS stations from Mon. 8-8:30 p.m. with West Coast repeat 9-9:30 p.m. (PWT), to Thurs. 8-8:30 p.m. with West Coast repeat 9-9:30 p.m. (PWT). Agency: The Biow Co., New York.

GROVE LABS., St. Louis (4-way cold tablets), on Sept 24 adds 23 Blue stations to Leland Stowe Sun., 1:55-2 p.m., making a total of 171 Blue stations. Agency: Donahue & Coe, N. Y.

GENERAL ELECTRIC Co., Schenectady (lamps), on Sept. 10 added 13 NBC stations to *Hour of Charm*, making a total of 137 stations, Sun. 10-10:30 p.m. Agency: BBDO, N. Y. and Foster & Davies, Cleveland.

BEN HUR PRODUCTS Inc., Los Angeles (Ben Hur products), on Sept. 11 shifted Aunt Mary on 12 NBC Western stations from Mon. thru Fri. 10:30-10:45 a.m. (PWT) to Mon. thru Fri. 3:45-4 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Supersuds), on Sept. 17 added to *Blondie* on 140 CBS stations, Sun. 8-8:30 p.m., West Coast repeat, Sun. 8:30-9 p.m. (PWT). Agency: William Esty & Co., N. Y.

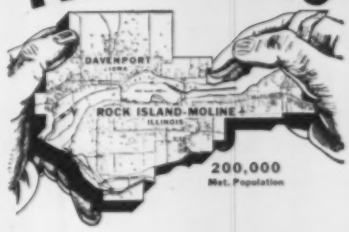
BRISTOL MYERS Co., New York (Mum), on Nov. 3 discontinues *Parker Family* on 150 Blue stations, Fri. 8:15-8:30 p.m. (repeat 11:15 p.m.). Agency: Doherty, Clifford & Shenfield, N. Y.

BROWN & WILLIAMSON Tobacco Corp., Louisville, Ky. (Raleigh cigarettes), on Sept. 13 replaced *Beat the Band* on NBC, Wed. 7:30-8:00 p.m. (CWT), with *Carton of Smiles*, new variety show. Contract for 26 weeks thru Russel M. Seeds Adv., Chicago.

ENGLANDER Co., Brooklyn (spring, mattresses), on Sept. 15 replaced *We Who Dream* on 43 CBS stations, Fri. 7:15-7:30 p.m. with *Undercover Carrigan*. Agency: Biow Co., N. Y.

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanut oil, salted peanuts), on Sept. 17 shifted *Adventure of Bill Lance* on 8 CBS Pacific stations, from Wed. 9:30-10 p.m. (PWT), to Sun. 9-9:30 p.m. (PWT). Agency: Erwin, Wasey & Co., San Francisco

FOREMAN & CLARK, Los Angeles (chain clothiers), on Sept. 4 for 52 weeks, added KROY to *Ten O'Clock Wire* on KQW Mon., Wed., Fri. 10-10:15 p.m. (PWT), making total of 2 CBS Pacific stations. Agency: Botsford, Constantine & Gardner, Los Angeles.



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Yours,
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NBC AFFILIATED STATION

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WORLD'S WIDER MARKET MEMORABLE BETTER BATTLE GROUNDS GUARANTEE

5000 WATTS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 9 TO SEPTEMBER 15 INCLUSIVE

Decisions . . .

SEPTEMBER 12

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted petition for reconsideration and grant CP new station, 1050 kc 250 w unlimited; conditions.

Granite District Radio Broadcasting Co., Salt Lake City, Utah.—Granted reinstatement and grant CP new station, 1400 kc 250 w unlimited; conditions.

WERC Erie, Pa.—Granted CP change 1490 kc to 1230 kc.

Fred Jones Broadcasting Co., Tulsa, Okla.—Denied without prejudice application for reinstatement of application CP new standard station.

WING Dayton—Granted CP make changes DA and move transmitter; conditions. Granted license renewal for construction period.

Fetzer Broadcasting Co., Grand Rapids, Mich.—Adopted decision on order denying petition of WBKZ for rehearing or other relief directed against FCC grant of Fetzer Broadcasting application for new standard station.

KARM Fresno, Cal.—Denied without prejudice petition for reinstatement of application mod. license change 1430 kc to 1030 kc and make changes DA.

KPKW Pasco, Wash.—Granted 30-day extension to file application for transmitter site approval.

KALE Portland, Ore.—Granted license renewal for period ending 11-1-45.

KFH Wichita—Same.
KGB San Diego—Same.
KGBX Springfield, Mo.—Same.
KHSL Chico, Cal.—Same.
WBBR Brooklyn—Same.
WEVD New York—Same.
WFBM Indianapolis—Same.
WKST New Castle, Pa.—Same.

KFQD Anchorage, Alaska—Granted license renewal for period ending 5-1-46.

KTKN Ketchikan, Alaskan—Granted license renewal for period ending 5-1-47.

Columbia Broadcasting System, New York—Granted CP new experimental television station on channel 460-476 mc; conditions.

National Broadcasting Co., Cleveland—Placed in pending file application new commercial television station.

Badger Broadcasting Co., Madison, Wis.—Placed in pending file application new FM station.

SEPTEMBER 13

Chattachoochee Broadcasters, Marietta, Ga.—Granted motion postpone consolidated hearing now scheduled for Sept. 18 to Nov. 17 on applications of Chattahoochee Broadcasters and Marietta Broadcasting Co. for new stations.

WOV New York—Granted motion filed by Murray Mester and Meyer Mester for order to take depositions, re transfer WOV.

Tentative Calendar . . .

SEPTEMBER 19

KGKO Fort Worth, Tex.—License renewal.
WBAP Fort Worth, Tex.—Same.
WFAA Dallas, Tex.—Same.

SEPTEMBER 21

KFVD Los Angeles—License renewal.
KPAS Pasadena, Cal.—Same.
KSOO Sioux Falls, S. D.—Same.

SEPTEMBER 22

WQAM Miami, Fla.—Mod. license use auxiliary N.
WORL Boston—License renewal.

Applications . . .

SEPTEMBER 11

Fidelity Broadcasting Corp., Boston—CP new FM station, 47,100 kc 4,830 sq. mi., $66,000 estimated cost.

WGH Newport News, Va.—CP new FM station, 44,700 kc, 5,950 sq. mi., $37,000 estimated cost.

W9XG West Layfayette, Ind.—Mod. CP for extension completion date from 9-24-44 to 9-24-45.

KGA Spokane, Wash.—CP change 1510 kc to 880 kc, increase 10 kw to 50 kw, install new transmitter and make changes DA-N.

SEPTEMBER 13

WINS New York—Mod. CP as mod. authorizing increase power, install new transmitter and changes DA, for extension completion date from 11-3-44 to 11-3-45.

Columbia Broadcasting System, Boston—CP new experimental television station, channel 460-476 mc, 1 kw, A5 emission.

King Trendle Broadcasting Corp., Detroit—CP new commercial television station, amended to change ESR to 1548.

KLPM Minot, N. D.—Vol. assgn. license from John B. Cooley to John B. Cooley, Ethel H. Cooley, and Carroll W. Baker d/b Minot Broadcasting Co.

Columbia Broadcasting System, Chicago—CP new experimental television station, channel 468-476 mc, 1 kw A5 emission.

Columbia Broadcasting System, St. Louis—Same.

WTCN Minneapolis—CP new FM station, 45,300 kc, 16,155 sq. mi., $109,860 estimated cost.

KFAC Los Angeles—Mod. CP authorizing move transmitter and install new antenna for extension completion date from 9-15-44 to 10-15-44.

KPQ Wenatchee, Wash.—Extension special service authorization operate by indirect method on 560 kc with 250 w N 1 kw D unlimited to 2-1-45.

Columbia Broadcastng System, Pasadena, Cal.—CP new experimental television station, channel 460-476 mc, 1 kw unlimited.

SEPTEMBER 15

WITH Baltimore—CP new FM station amended to change frequency to 44,100 kc, coverage to 28,898 sq. mi., change type transmitter, antenna and transmitter location.

WMPC Lapeer, Mich.—Mod. license change hours, adding 9-10 a.m. daily except. Sat.

WJAC Johnstown, Pa.—CP new FM station, 45,100 kc, 21,792 sq. mi., $55,950 estimated cost.

W8XCT Cincinnati—Mod. CP as mod. authorizing new experimental television station for extension completion date from 10-28-44 to 4-28-45.

WAGF Dothan, Ala.—Mod. license to change hours from D to unlimited with 250 w DN.

KVSO Ardmore, Okla.—Vol. assgn. license from Ardmoreite Pub. Co. to John F. Easley.

Texas Broadcasters, Houston—CP new standard station amended to 1580 kc. 500 w N 1 kw D.

CKFI Fort Frances, Ont.—Authority to transmit programs from International Falls, Minn. to CKFI.

in the CONTROL ROOM

EDMUND McKENZIE, former studio engineer of CKAC Montreal and CKY Winnipeg, has joined CFPA Port Arthur, Ont., as control room operator.

JACK E. BANNON, former chief engineer of WLOK Lima, O., is now overseas with the OWI as engineer for ABSIE in London.

STANLEY A. BECK, formerly with KDTH Dubuque, Ia., has been named chief engineer of WIND Dayton, O.

W. L. MURTOUGH, chief engineer of WENT Gloversville, N. Y., on Sept. 8 maried Rene Villon of Sherman Oaks, Cal.

DOUG JOHNSON has been named chief of studio maintenance for WSPA Spartanburg, S. C., succeeding Alvin Lanford, who has been inducted into the Navy. New addition to the control room staff is David Woodruff.

CHARLES HAMILTON, studio engineer at WLW Cincinnati, is the father of a boy.

REX G. BETTIS, Jonathan L. Smith, Joseph F. Dessert and Ernest E. Sams, engineers of KFI Los Angeles, have joined Blue Hollywood engineering staff, assigned to KECA, network's outlet in that city.

ELMA ODDSTEAD, secretary to George Greaves, chief engineer of KPO San Francisco, has started as apprentice engineer in the KPO control room.

LESLIE J. WOODS has been named manager of the Industrial Radio Division of Philco Corp., with headquarters in Detroit. Martin F. Shea has been appointed assistant manager of the division.

DAVID JEFFERIES, formerly with the OWI in Alaska, has been named chief engineer at WTBO Cumberland. New members of the transmitter staff are Ralph Wirgman and Marjorie Muncaster.

FRANK SCHOLES has been appointed chief engineer of CKWS Kingston, Ont., taking the place of George McCurdy who has been moved to the Toronto office of Northern Broadcasting & Publishing.

MAX WEINER, chief engineer of WNEW New York, has returned to his post after several months illness.

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Help Wanted

nnouncer. Experienced newscaster, also capable of routine studio work. 5 Kw network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 540, BROADCASTING.

ransmitter engineer for 5 Kw midwest station. Must hold Radiotelephone First Class license. Salary, $45.00 per week. Also, control room operator. Salary, $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

ccount executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

anted—News editors. Experience rewriting, editing, leg work helpful. Exceptional opportunity for three alert young men or women. WINX, 8th & I Sts., N. W., Wash. 1, D. C.

anted—Experienced operator, first or 2nd class phone. Ideal station S. E. Florida. State qualifications and minimum salary expected and draft classification in first letter. Box 663, BROADCASTING.

eading midwest clear channel station has immediate opening for experienced radio news man. Rush letter with complete background details and salary requirements. Box 689, BROADCASTING.

ommercial salesman wanted by 250 watt Blue Network affiliate. Must know radio and how to sell and service accounts. Box 676, BROADCASTING.

anted—Station manager to take complete charge of new forthcoming 250 watt station in modern thriving community, Pennsylvania. State background, experience, expected income, etc. Your application will merit our complete confidence. Box 679, BROADCASTING.

anted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

hief engineer wanted for 250 watt Mutual station. Permanent position in non-defense area. Give experience, salary requirements first letter, KFFA, Helena, Arkansas.

opywriter—If you are a good radio copywriter, particularly with retail experience, and want a permanent position with a well established agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

anted—First class operator, some experience. Radio Station WMFF, Plattsburg, New York.

opy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

nnouncer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

anted—Assistant chief engineer for live up-to-date 250-watt Blue Network station. Town eighteen thousand population. Must be sober and reliable. Wire, write or call station WOLS, Florence, S. C.

hief engineer, permanent position, for Sedalia, Missouri, 250 watt station latest RCA equipment, Mutual Network.

nnouncer wanted—NBC 5 kw station. A well-equipped man with at least two years' successful announcing experience. We prefer somebody who wants to become firmly rooted in the region which we serve. We'll start him at $47.50, and give him opportunity to earn extra talent fees for programs he produces. Send transcription, photo, detailed experience and education. Station WIS, Columbia, S. C.

Help Wanted (Cont'd)

Chief engineer—Engineering school graduate. Must be thoroughly experienced in all phases construction, maintenance and operation of AM up to 50 kw., FM and knowledge of television and facsimile. Must be able to direct men and understand FCC rules, forms, etc. This is opportunity with security now and in future and decent salary for right man now employed in radio broadcasing as chief engineer, or in government service, manufacturing company, etc., who wishes to make a change for the better. New York City station. Write in confidence. Box 685, BROADCASTING.

Situations Wanted

Program-production manager. Seven years' experience large and small station operation as musician, announcer, actor, producer, program manager. Prefer major market. Box 657, BROADCASTING.

Young man with B.A. in radio and theatrical background desires position with progressive station; announcing, writing, production, acting, promotion and unusual program ideas. Box 662, BROADCASTING.

Chief engineer—Thirteen years' experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary $100 to $125 a week. Must be permanent. Available six weeks. Box 664, BROADCASTING.

Sales representative of small station with success story, wants better proposition. Minimum salary, $75.00. Box 667, BROADCASTING.

Chief engineer, capable, experienced, finest references. Age 28, married, 4F. Available 3 weeks notice. Desire chief engineer with progressive organization, college community. Box 668, BROADCASTING.

Announcer—4F, married, experienced, good all-round man, seeks better opportunity. Box 669, BROADCASTING.

Permanent position wanted by experienced staff announcer-sportscaster. 2½ years metropolitan and regional 5 kw experience. References and transcription immediately available. Box 670, BROADCASTING.

Experienced and highly recommended time salesman available. Five years record of success. Draft exempt. Box 671, BROADCASTING.

Situations Wanted (Cont'd)

Program writer-director. Expert on news, continuity publicity, postwar programs. 10 years, experience Chicago, New York City, Hollywood and Europe, Chicago preferred. Mathilde Ernestine, 1405 E. 67th Place, Chicago, Phone, Fairfax 7867.

Experienced radio station representative, station time salesman with unexcelled record, excellent background, desires to make permanent change. Prefer commercial or general manager position. Would consider representative organization. In answer please state approximate salary, etc. Box 666, BROADCASTING.

Radio engineer desires chief engineer's position with station located in midwest or Rocky Mountain section. Twenty years' experience construction, maintenance and operation. Minimum $60.00 weekly. Please state all first letter. Box 674, BROADCASTING.

Manager—I am single, forty-four, have spent twenty years in radio. Have come up the road from announcer to general manager, and have done each job thoroughly. All of those with whom I've been associated may be used as references. My interest lies in radio at $5,000 per year or better. Will be available in a few weeks. Would you want to hear further? Box 678, BROADCASTING.

SALES MANAGER OF NORTHERN REGIONAL WANTS SIMILAR POSITION, SOUTHERN, LOCAL, OR REGIONAL, OFFERING SALES DEVELOPMENT OPPORTUNITIES. WANT CONTRACT ON COMMISSION ONLY. BOX 680, BROADCASTING.

Program director-announcer. Eight years' experience. Available two weeks. Box 681, BROADCASTING.

Two-years' all-round experience in New York City and CBS affiliate: announcing, news editing and broadcasting, some script writing, seeks position as program director or assistant to station manager. 30, 4F, married. Box 682, BROADCASTING.

Producer's assistant—21, draft exempt, wants to get into radio or television production in agency or station. Two years' experience in advertising, also theatrical, announcing experience. Excellent knowledge dramatics, music, show business. Highly capable detail worker, typist. Top references. Box 683, BROADCASTING.

Radio news, analysis, commentaries. 4 years' experience midwest. Former college and university teacher diplomacy, history and government both in midwest and east. Widely traveled, several languages. Conservative, 43 and married. Experienced lecturer and thus capable of representing a station before the public. Immediately available. Good ratings. Address 4004 Grand Avenue, Des Moines, Ia., Telephone 7-5934.

Situations Wanted (Cont'd)

Woman graduate—Experienced announcing, acting, writing. Third class operators' license. No location preference. Box 665, BROADCASTING.

Young man, 32, college graduate, 4F, single. Three years' motion picture production experience. N. Y. U. Radio Workshop training in announcing, script writing and production. Desires permanent connection. Box 684, BROADCASTING.

Cowbilly-Hillbilly m.c. & singer. Good mail-puller. Can put new "sock" in your corn shows. Box 673, BROADCASTING.

All-around announcer. Seasoned on one of nations leading record stations (Baltimore), in addition to network affiliate. Bill French, 213 South Front Street, Harrisburg, Pa.

Press Association man, available Oct. 15 as news editor-newscaster. Long experience handling World National and local news. Fine voice. Highly recommended. Draft exempt. Will consider offer from network affiliated stations or independents desirous of building profitable news operation. Box 688, BROADCASTING.

Wanted to Buy

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—250-watt station, for cash. Box 677, BROADCASTING.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicogo, Mr. Clifford.

For Sale

First check received for $3,100.00 purchases 250-watt transmitter and spare tubes in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

For sale—RCA 250 watt transmitter in good condition for immediate sale. Box 649, BROADCASTING.

Will sell 250-watt local full-time network station, New York State. Write Box 651, BROADCASTING.

250 watt network station in south for sale or lease. Box 675, BROADCASTING.

First check received for $2,975.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

For sale—Two 150 foot bolted insulated towers. Available immediately. Box 686, BROADCASTING.

Miscellaneous

Japanese dialect for plays, dramas, etc. Am not oriental. Will send sample disc. Box 687, BROADCASTING.

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Wanted to lease, Federal or RCA Field Intensity Measuring Set for sixty or ninety days use. American Broadcasting Corp., Radio Bldg., Lexington, Kentucky.

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CIRCLE 7-0193

Seaboard Stations Aid Public As Hurricane Causes Damage

Local Stations Active in Giving Warnings and Covering Progress of Tropical Storm

THE tropical hurricane that swept the Atlantic Seaboard last Thursday was heralded by broadcast storm warnings, accompanied by eyewitness descriptions broadcast on the spot and followed by bulletins aired to inform residents and rescue workers of conditions. Microphones were installed in weather bureaus, police and Red Cross headquarters, atop office buildings and on remote coastal locations.

Nature of the storm made it chiefly a matter for local stations rather than networks and the local broadcasters rose to the occasion, interrupting regular programs for storm warnings and news bulletins or canceling them in whole or part for emergency broadcasts. In brief, radio was ready for the emergency and when it came, radio handled it in the best industry tradition for public service.

New York Silence

In New York the storm silenced several transmitters for intervals varying from intermittent breaks of 15 or 20 minutes for WINS to much longer periods for other stations. WOV was off from 6:37 to 11:50 p. m., WHN from 6:40 to 11:54, WBNX from 6 to 11:52.

WEAF was silenced at 7:49 when its second power line went dead but got back on the air from 8:12 to 8:52 by taking advantage of an offer made earlier by WOR to the other network stations and using its 5-kw gasoline motor power auxiliary transmitter. At 8:52 both of WOR's power sources failed and it had to take back its emergency equipment, first time in 10 years this has been necessary. On Friday morning WOR went back to 50 kw at 8:47 and at 9 a. m. WEAF resumed operations via WOR's emergency transmitter.

WOR's hurricane broadcasts began at 11:30 p. m. Wednesday when Benjamin Parry, chief meteorologist in the New York Weather Bureau, made the first of more than a score of broadcasts on weather conditions.

WHN had a man stationed at the weather bureau. Dave Driscoll, WOR news chief, and Paul Killiam of the station's news staff, set out in the afternoon for Smithtown, Long Island, and Bridgeport, Conn., respectively, broadcasting reports of the storm to the station and to MBS during the evening hours. Don Goddard, of WEAF, reported from Riverhead, L. I., for his station and NBC until WEAF's power failure silenced him along with the station.

A Blue Network crew of three announcers and two engineers started for various Long Island points but impassable roads halted them at Baldwin, from where they broadcast on a network storm roundup that included an eyewitness report from Atlantic City, one of the places hardest hit by the storm. This pickup and an earlier one came from WFPG Atlantic City via WFIL Philadelphia, over a direct tieline between the two stations.

CBS listening post at Brentwood, L. I., was hard hit, losing its power supply and its lines to the network. Most of the roof of the building was blown off and the antenna was blown down. The network's FM station in New York, WABC-FM, had its antenna badly blown around but was able to continue without interruption. WABC, like other stations, broadcast storm bulletins but the only program cut out on the network was the *Chesterfield Passing Parade*, which was halted midway by line trouble in Utah, not to be blamed on the hurricane.

Most New York stations broadcast information about stoppages in subway service and similar emergency news. WNYC, municipal station, acted as official clearing house for official city news, remaining on past its usual signoff hour to render this service.

Hartford Hit

Hartford, Conn., stations, which performed outstanding public service in the disastrous Ringling Bros. and Barnum & Bailey circus fire last July, again came to the fore during Thursday night's hurricane. The storm hit its peak shortly before midnight. WTIC and WDRC were off the air about a half hour each. WNBC and WTHT remained on the air.

Shortly after the storm struck about 8 p.m. WNBC's power lines developed a hum and Manager Richard W. Davis made emergency arrangements to move operations to the transmitter at Newington, 7 miles away. At 9 p.m. two regular loops between studios and transmitters went out, but WNBC went on the air with auxiliary transmitter and power, although the power was cut from 5 kw to 1 kw.

WNBC was back on normal operations Friday morning.

At the height of the five-hour storm, the 200-foot tower of WSAP Portsmouth, Va., went down and WTAR Norfolk handled public service emergency announcements for WSAP. WTAR sent Clyde Moser, announcer, to Virginia Beach and Bill Johnston to Willoughby. The main transmission line of WTAR went out, blanking the station briefly but emergency equipment was set up and broadcasting resumed. WGH Newport News ran a line into the Norfolk Weather Bureau and broadcast bulletins.

After the storm WTAR beamed a program to Richmond, Va., to reassure people in the interior that the danger had passed. Storm announcements also were carried by WRVA Richmond with studios in Richmond and Norfolk. All stations in the area worked late Wednesday keeping listeners informed of the progress of the storm toward Norfolk.

WEIM Fitchburg, Mass., served as information center for the State Guard, Red Cross, Civilian Defense and public utilities and issued bulletins on closing of war plants and movement of the hurricane. All local commercials were canceled after 9:30 p.m.

KSAL Appointments

ROBERT J. LAUBENGAYER, owner of KSAL Salina, Kan., will take over management of the station, effective Oct. 2. He replaces Owen H. Balch, who will manage Kansas City office of John E. Pearson Co., station representative. Ray Jensen, formerly with KOAM Pittsburgh, Kan., has been appointed KSAL assistant manager.

Drawn for BROADCASTING by Sid Hix

CBS Starts Fall Promotion Drive

Net to Use Top Talent Discs, Newspaper Ads, Posters

CBS FALL Program Promotion Campaign for 1944, which the network describes as the "most comprehensive and powerful ever undertaken in radio," began Sept. 17, to continue through Oct. 14, or longer in cities where newsprint shortages prohibit the use of all desired advertising within the four-week period. Built around the central theme, "The Biggest Show in Town", the drive promotes all CBS evening and Sunday afternoon sponsored programs, 68 at the outset.

Radio promotion for use by the network's 141 U. S. affiliates includes 14 recordings made by Kate Smith and Ted Collins, her producer, devoted to the new Sunday program line-up on CBS; recordings by Fred Allen, Fanny Brice, George Burns and Gracie Allen, Jimmy Durante and Gary Moore and other network stars, acting as guest critics of the network's fall programs; personal invitations to listen to their shows recorded by the top CBS talent; and 680 individual local announcements.

Newspaper ads of 1200 lines each, covering each day of the week on CBS and illustrated by Al Hirschfeld, New York theatrical artist, have been distributed for local placement and will appear in over 200 cities, paid for jointly by the stations and the network. Same illustrations appear on posters and postcards sent to each station for all commercial network shows it carries. Stations have also received full promotion and publicity material for these programs.

BORDEN SHOW PLANS $150,000 PROMOTION

MORE THAN 500 newspapers in some 180 cities throughout the country will be used to promote the Borden Co. Ed Wynn program, *Happy Island*, which had its premiere Sept. 8 on 182 Blue Network stations, Friday, 7-7:30 p.m. Borden will spend more than $150,000 in a magazine-newspaper and display advertising campaign to run for six weeks. $35,000 will be spent in a weekly series of ads on the radio pages of the newspapers and $60,000 has been appropriated for program advertising in the *Saturday Evening Post*, *Newsweek*, *Time*, *The American Weekly*, *Collier's*, *Life* and *Look* magazines. Other promotion includes program promotion on milk bottle collars. Executives of Borden and Young & Rubicam, agency handling the account, met in New York last week to discuss further advertising plans and promotion for the show.

Elsie the cow, Borden symbol used in space advertising, is doing the commercials on *Happy Island*, being characterized by Hope Emerson, stage and radio actress. Arrangement has been made for a cut-in on each program to permit Borden's 52 local dealers throughout the country to promote their products, milk and ice-cream.

Livestock Raiser

Joe O'Bryan, owner of the noted O'Bryan Ranch at Hiattville, Kansas, says—"Radio was the first modern improvement for better living on the farm. It showed the farmer and the livestock man how the rest of the world lives. Through making him want for something better, other improvements followed. We actually live today by the radio. We eat breakfast at a certain time—we come back to the farmhouse at a certain time for lunch—just so we don't miss any of the valuable information that radio gives in our behalf."

DEDICATED

IN BEHALF OF

AMERICAN BROADCASTING

TO THE HOME AND THE COMMUNITY

VICTORY THROUGH FOOD

All indications point to the importance of food in the making of a lasting peace. KMBC, recognizing radio's responsibility to the *Heart of America*—the foodbasket of the nation—now operates a typical Missouri-Kansas farm in service to its rural audiences. Here Phil Evans, KMBC's nationally known farm editor, puts into practical demonstration latest farming developments, telling listeners of progress made in three remote broadcasts daily from "KMBC Service Farms." Radio is limited only by man's ability to utilize its potentialities.

KMBC

OF KANSAS CITY

REPRESENTED BY FREE & PETERS, INC.

SINCE 1928

THE BASIC CBS STATION FOR MISSOURI & KANSAS